

24th February 2023

Delivered via Planning Portal (PP- 11928824)

Planning, Regeneration & Economy
London Borough of Haringey
Level 6
River Park House
Wood Green
London
N22 8HQ

Dear Sir / Madam,

SHOPFRONT OF 110-112 HIGH ROAD, UNIT 11 THE MALL WOOD GREEN N22 6HE – SHOPFRONT ALTERATIONS, INSTALLATION OF NEW DOORWAYS AND INSTALLATION OF LOUVRES

We have submitted a planning application via the Planning Portal (ref: PP-11928824) for the installation of a new shopfront, new doorways and louvres to accommodate future Class E uses at Unit 11/11B, The Mall, Wood Green, N22 6HE. The application is made on behalf of The Mall Limited Partnership.

THE SITE AND PROPOSAL

The Mall is located in the centre of Wood Green, with adjoining Units 11/11B situated at street level fronting the High Road. The units were formerly occupied by WHSmith and the Post Office, both of which fall under Class E retail use. The rear of the units front onto the Mall's service yard, which is accessed by Noel Park Road, with the access point for the East Car Park above the servicing area.

Units 11/11B falls within the designated Wood Green Primary Shopping Area, Wood Green District Centre, Wood Green Growth Area and the Mall Strategic Site Allocation; and forms part of the Primary Shopping Frontage. The wider shopping centre building is not listed, is not in close proximity to any listed buildings, and does not fall within a conservation area.

The existing building is three to four storeys in height where the site is located, with the shopping centre uses occupying the first and second storeys with the upper storeys used for ancillary functions. On the opposite side of High Road are the continuation of Retail functions that line both sides of the road.

This planning application is for the installation of a new shopfront for Unit 11/11B, new doorways to serve both units and the installation of new louvres. In fuller detail, the works include:

- Alterations to the existing shopfront in preparation of two new occupiers, including relevant signage zones and black aluminium framed glazing;
- Two proposed new doors to serve the new restaurant units. Aluminium framed glazed doors are proposed.

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- The installation of aluminium powder coated louvres to serve the new restaurant units. Louvres will be installed around the units to control atmospheric noise emissions, and will be constructed to suit H&R requirements.

The proposed description of development is therefore as follows:

“Alteration of shopfront for Unit 11/11B, installation of new doorways and louvres”

RELEVANT PLANNING HISTORY

Whilst there are various previous planning applications which have been considered by LB Haringey Council in relation to the Shopping Centre as a whole, the following applications are considered to be most relevant to the proposal:

- Ref: HGY/2016/2633 - 110 High Road, London. - Proposed 1x internally illuminated advert. – Granted 13/09/2016.
- Ref: HGY/2016/1361 - 110 High Road, London. - Proposed 1x internally illuminated advert. Granted – 12/07/2016.
- Ref: HGY/2006/2006 - 110 High Road, Wood Green, London. - Installation of ATM to shop frontage. – Granted 28/11/2006.
- Ref: HGY/1999/1208 - 110 High Road, London. - Display of internally illuminated shop fascia and projecting sign. – Granted 26/10/1999.
- Ref: HGY/1989/1217 - W H Smith Ltd 110 High Road, London. - Display of fascia signs and projecting box signs. – Granted 4/12/1999.

PLANNING POLICY AND ASSESSMENT

Policy Context

The adopted development plan for the London Borough of Haringey comprises of the London Plan (2021) and the LB Haringey Local Strategic Policies 2013 (with alterations 2017); Local Plan: Development Management DPD (2017); and the Local Plan: Site Allocations DPD (2017).

LB Haringey is also working on developing the Wood Green Area Action Plan, with consultation on the Regulation 18 Preferred Option Consultation Draft occurring in 2018.

A new draft Local Plan is also under development, with consultation occurring on a First Steps Engagement Document from November 2020 to March 2021.

The main material planning considerations for this application are the impact to the amenity residential neighbours, the design and visibility of the proposed external alterations and the impact on an existing adjacent tree.

Design and Street Scene

The proposed alterations concern the frontage of Unit 11/11B, which is located facing High Road. The development, proposes alterations to shopfront, including new windows, doors and louvres would not appear overly dominant and is in keeping with the design with the other Class E Units that neighbour the site, as well as those opposite. The existing building has a commercial appearance, and the proposal would not impact upon this prevailing character or how the building is read as a whole. Therefore, the proposed works to this established retail unit which is in a

designated town centre would represent enhancements to the appearance of the existing building and would not harm the amenities of nearby residents in accordance with Policy DM1 and DM8 of Haringey's Development Management DPD.

As such, it is considered that there are no detrimental design, conservation or street scene implications to the development proposals and, therefore, are in accordance with local policy.

CONCLUSION

The proposed development for the installation of a new shopfront for Unit 11/11B, new doorways to serve both units, and the installation of new louvres to support future restaurant uses within the units for the Mall, Wood Green have been assessed against local policy and the existing surrounding context and is found to be acceptable.

APPLICATION SUBMISSION

This full planning application submission includes the following:

- Planning Statement Covering Letter (this document);
- Application form and fee (£234) – paid via Planning Portal;
- Completed CIL Form;
- Site Location Plan;
- Site Plan;
- A suite of plans and drawings, prepared by HFM Architects.

I trust that the above is in order and look forward to receiving validation of the planning application. Should you require any further information please do not hesitate to contact myself or my colleague Jordan Bishop (Jordan.Bishop@turley.co.uk) at this office.

Yours sincerely,



Freya Turtle
Director

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