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VIA PLANNING PORTAL

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Dear Sir/Madam,

FULL PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS AND ASSOCIATED WORKS

223 MUSWELL HILL BROADWAY, LONDON, N10 1DD

PLANNING PORTAL REF. PP-12118069

On behalf of our client Oliver Bonas (Property) Limited, Savills is instructed to submit a full planning application for shopfront alterations and associated works at 223 Muswell Hill Broadway, London, N10 1DD ("the site"),

Accordingly, please find enclosed:

- Application form;
- Community Infrastructure Levy form;
- Site Location Plan;
- Proposed Block Plan;
- Various drawings:
 - TD23/OB16/EX01.1 (Existing Shopfront Elevations); and
 - TD23/OB16/EX03.1 (Existing Ground Floor Plan); and
 - TD23/OB16/03.1 (Proposed General Arrangement Ground Floor); and
 - TD23/OB16/P01.1 (Proposed Shopfront Elevations).

Payment of the appropriate fee of £234.00 has been made via the Planning Portal.

Proposals

The proposals seek planning permission for alterations to the existing shopfront and associated works, including the installation of a new aluminium double door, alterations to extend window openings vertically and installation of replacement full height windows (6 no. to Muswell Hill Broadway elevation and 4 no. to Queens Avenue elevation) and formation of one full height window on the corner elevation.

The proposals seeks to facilitate the beneficial occupation of the site at a retail unit, to be occupied by Oliver Bonas, following a period of vacancy since the former occupier, Barclays Bank vacated in June 2022. The interventions are necessary to create viable modern day trading floorspace.

Any internal alterations do not require the benefit of planning permission by virtue of Section 55(2) of the Town and Country Planning Act 1990 (as amended). A separate application to secure express advertisement consent for the proposed signage shown upon the drawings has been submitted (Planning Portal ref. PP-12120101).

Planning policy context

The National Planning Policy Framework (“NPPF”) (July 2021) provides general advice alongside the presumption in favour of sustainable development. Paragraph 7 notes that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 130 expresses the importance to create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users. Paragraph 189 notes that heritage assets should be conserved in a manner appropriate to their significance.

Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended), planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. Haringey’s Development Plan Documents (“DPDs”) relevant to the site comprises the Strategic Policies DPD (July 2017) and Development Management DPD (July 2017) which sit alongside the London Plan (March 2021).

The London Plan includes Policy SD6 (Town centres and high streets) which seeks to promote the vitality and viability of London’s varied town centres by encouraging strong, resilient, accessible and inclusive hubs with a diverse range of uses and Policy D4 (Delivering good design) which is a high level policy requiring high standards of design.

The Strategic Policies DPD includes policies which shape the location and scale of development in Haringey until 2026. Policy SP11 (Design) relates to creating places and buildings that are high quality, attractive, sustainable and safe within Haringey. The Policy elaborates that design should respect local context and character and contribute to the area’s sense of place and identity.

The Development Management DPD presents Haringey’s spatial strategy alongside criteria based policies in which applications will be assessed against. Policy DM8 (Shopfronts, Signs and on-street Dining) notes that shopfronts should be designed to a high standard and contribute to a safe and attractive environment. It also notes that new shopfronts must allow for easy access by all members of the community. Policy D3 (Optimising site capacity through the design-led approach) of the London Plan sets out that all development must make the best use of land by following a design-led approach, amongst other considerations.

Outside of the statutory development plan, the Muswell Hill Conservation Area Character Appraisal (February 2008) (“MHCACA”) sets out the key areas for the conservation area and section 13 identifies the challenges, pressures and opportunities for development. Paragraph 13.1 notes the importance of good design that takes account of the historic environment which is essential when considering proposals. Furthermore, it states that *“the use of good external materials is of the greatest important [sic]”*. Paragraph 14.5 states that new shopfronts should be sympathetic to the proportions and balance of the overall frontage.

Assessment

There are considered to be two key issues in the assessment of this application for planning permission – the acceptability of the proposals in respect of (1) design and heritage and (2) access. These key issues are assessed in turn below.

(1) Design and heritage

The site is located on the northwest corner of Muswell Hill Roundabout. The property is a wedge shaped corner building, with two street elevations – the primary shopfront elevation fronts Muswell Hill Broadway (north east facing) with a secondary frontage facing Queens Avenue (south west facing).

The site is located within the Muswell Hill Conservation Area (“MHCA”). However, the site is not listed with the closest listed assets being the cattle trough (Grade II) and telephone kiosk (Grade II) set on the pavement to the immediate south of the site on the northern side of Queen’s Avenue. Muswell Hill Public Library (Grade II) is located on the opposite side of Queen’s Avenue to the south. While there are listed assets and buildings nearby, the site is not considered to materially affect or be important to the setting or context of these. The site

itself is not locally listed, however, as with most buildings in the MHCA, is identified as a 'Positive Contribution Building' in the MHCACA, meaning it is considered to make a "*positive contribution to the conservation area as part of a group*".

The immediate surroundings to the site comprises of a mix of commercial, community and residential uses including Costa, Halifax, Little Waitrose & Partners, Oxfam and La Porchetta. These neighbouring units comprise of an eclectic mix of shopfronts, with little consistency in design, materials and scale. Many of the shopfronts are of a modern design with modern materials used, large fascia's and signage.

The MHCACA makes specific reference to the site, stating:

"4.61 Nos. 219 to 223 (odd), at the junction with Queens Avenue, is a three storey wedge shaped bank building with an attic storey in a steep slate mansard roof. The building has a banded stone ground floor elevation with a classical entablature at fascia level above which are red brick upper floors overpowered by a mass of stone ornamentation that includes window dressings with pedimented hoods at first floor level, Corinthian pilasters through first and second floors supporting an entablature with bracketed eaves cornice, above which, at roof level, is a stone balustraded parapet incorporating tall dormer windows in stone surrounds topped by curved pediments. The splayed corner of the roof is emphasised by a tall stone chimney stack that forms the focal point of the building in the same way as the corner tower of Nos. 211 to 217 (odd) on the adjoining corner of Queens Avenue."

As previously noted, the proposals relate to shopfront alterations and associated works to the ground floor unit to facilitate the beneficial occupation of the site as an Oliver Bonas retail outlet. The site is currently vacant following the departure of the former occupier, Barclays Bank. Google Street View imagery suggests Barclays Bank occupied the premises since at least July 2008 and are understood to have vacated in June 2022.

The nature of buildings formerly occupied by 'high street' banks is such that their traditional appearance and shopfront elevations are often difficult to utilise for modern day trading requirements for main town centre uses (e.g. retailing, food/drink) without intervention. For example, ATMs are often required to be removed leaving large apertures while high windows restrict visibility into the units from passing footfall. The lowering of windows is required to ensure appropriate visibility into units to make them viable modern day trading floorspace. Very similar issues were considered at a recent appeal¹ where the Inspector held

"they [the proposals to lower the windows vertically downwards] would be a relatively sensitive alteration, and would use appropriate materials and forms... The proposal would support bringing the appeal property back into a productive and viable use, and the physical alterations would mark a next step in its life and the various roles it has played... over the years".

The shopfront alterations are considered necessary and sensitive alterations to the previous shopfront, delivering aesthetic improvements to the street scene and introducing an attractive shopfront for a modern retail environment. The proposals would retain the entrance in the same location but replace the existing door with a new double door with aluminium frames painted anthracite grey together with gold ironmongery, as shown on the submitted drawings.

The proposal would lower vertically the height of the existing windows but in doing so offer a consistent design solution to the shopfront in the form of uniform full height windows on all three elevations, whilst also retaining features specifically referenced within the MHCACA, such as the banded stone ground floor elevation and classical entablature at fascia level. The full height aluminium window frames will be painted anthracite grey to remain homogenous with the new double door and the wider streetscene. The introduction of a window on the corner elevation is considered entirely consistent with a strong shopfront design, further enhancing the retail floorspace and introducing a window where there was likely to have once been fenestration before.

Overall, the shopfront has been designed to fit in with this part of Muswell Hill Broadway and sensitively relates to the scale, proportions and architectural style of the wider building and surrounding facades. The shopfront

¹ APP/E5330/W/21/3288329

alterations, by extending the height of the window openings vertically downwards by lowering the sills, would introduce uniformity in design, appropriate materials, colour and architectural features to the shopfront so that it is consistent with the modern design and appearance of many shopfronts in the wider area and deliver a significant betterment, as with other modern shopfronts which have received planning permission in the past in the local area. It is noted, the wider streetscene along Muswell Hill Broadway has a wide variety of shopfront designs.

Particular attention has been paid to the MHCACA to ensure and distinguishing features of the site have been retained and proposal is consistent. It is clear the proposals not only preserve, but would significantly enhance, both the character and appearance of the building, street scene and wider area thereby satisfying Policies SP11 and DM8. It therefore follows that the proposals should be fully supported in respect of design matters.

(2) Access

The proposed shopfront maintains level access to the unit off Muswell Hill Broadway and introduces a new double door. The door will be flush with the rest of the façade, consistent with other shopfronts along Muswell Hill Broadway. The proposals therefore fully accord with the relevant policies of the Local Plan (insofar as these are applicable to the proposal) by ensuring adequate and equal access is provided.

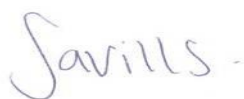
Summary

The proposals relate to alterations to the shopfront of the site so as to allow the future occupation of this vacant ground floor unit as a retail outlet. The works are considered a positive intervention to the building fabric to facilitate and enable the long-term occupation of the site. The resultant shopfront is considered to represent a high standard of design consistent with the wider streetscene and sensitive to its status as an unlisted building within the Muswell Hill Conservation Area. The proposals are therefore considered to be in accordance with the relevant policies of the development plan as well as the objectives and direction of the NPPF. It is therefore respectively requested that full planning permission be granted.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in blue ink that reads "Savills" in a cursive, stylized script.

Lucy Hayward
Graduate Planner

Enc. As above