

Officer's Report

Application Number	HGY/2023/0404
Type	Full planning permission
Location	552 High Road, Tottenham, London, N17 9SY
Proposal	Alterations to shop-front.
Case Officer	Kwaku Bossman-Gyamera
Valid Date	09/02/2023
Applicant	Mr Mohamed Hussein
Agent	Mr Mike Harry

RECOMMENDATION

Approve with Conditions

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

SUMMARY OF RECOMMENDATION

GRANT PERMISSION subject to condition(s)

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed Development

This is an application for reinstatement of the shopfront to its former state. It is of a traditional design, incorporating an expanse timber and clear glazing with a centred entrance door. This entrance has levelling disabled person access from street level. This application seeks permission for modifications to the existing shop front by incorporating a new lower stall riser that would be closer to the original shopfront's proportions, a reduction in the height of the fascia sign and the removal of the roller shutters.

There is a separate advertisement consent application for a new externally illuminated signage to the premises which has been granted consent under planning reference HGY/2023/0711.

Site and Surroundings

The application site is three storey mid-terrace property situated on the along the western side of the High Road, on the corner with Reform Row. The buildings within this conservation area are primarily terraced three and four –storey structures of Edwardian period. The ground floor units comprise a mix of uses typical of a local shopping area.

The application site is located within the commercial area of THRHC/BRUCE GROVE Conservation Area. The building is not listed.

Relevant Planning and Enforcement History

- HGY/2023/0711 GTD 06/04/2023 Replace existing signage with a new non- Internally illuminated fascia and projection box signage.

- HGY/2020/2560 REF 15/09/2021 Retention of the shopfront and with new aluminium red colour fascia.
- HGY/2020/2561 REF 15/09/2021 Internally illuminated fascia and projection box signage's (Retrospective)
- HGY/2018/3766 GTD 14/08/2019 internal alteration of existing building and removal of flat roof. Construction of upwards extension creating a single additional floor arranged internally as four self-contained flats.
- HGY/2009/1782 GTD 11/12/2009 Alteration to front elevation, replacement of existing upper floor sash windows with sash windows and installation of awning.

Enforcement History

- UNW/2020/00544 Investigation into changes to shopfront and fascia signage without planning permission within conservation area dated 02/09/2020

CONSULTATION RESPONSE

The following were consulted regarding the application:

The following responses were received:

Internal:

- 1) LBH Conservation Officer: no comments

LOCAL REPRESENTATIONS

The application has been publicised by way of 1 site notice displayed in the vicinity of the site and 120 letters. The number of representations received from neighbours, local groups, in response to notification and publicity of the application were as follows:

No of individual responses: 1
 Objecting: 1
 Supporting: 0

The following local groups/societies made representations:

- Tottenham CAAC objects on the grounds that the parade is one of the architectural highlights of the conservation area, and makes a major contribution to the townscape. The new shop front with its projection box signage and illuminated fascia, referred to as "Pre Existing Plan" are not at all in keeping with the policy guidelines covering this conservation area, notably DM8 and DM9 of DPD. The signage is overbearingly clumsy and heavy in its design and it completely covers the slim fascia underneath and in so doing destroy the consistency with neighbouring shops of this parade. The aluminium material used is not really suited to heritage renewal projects but as neighbouring properties have been allowed to install these there may be some tolerance for it.

Comments on representation: Objector's comments are noted. However, within this conservation area now contains a diverse range of modern shop fronts, and it is in this context that the application premise is viewed. Following pre-application discussion with the agent and applicant to revise the current shopfront to its original state. The proposed modification to the shopfront and

fascia sign in line with adjoining premises and introduction of shop riser and the use of timber would improve the overall appearance of the frontage within the parade.

MATERIAL PLANNING CONSIDERATIONS

The main planning considerations raised by the proposed development are:

1. The impact of the proposed development on the character and appearance of the conservation area;

Character and appearance of the conservation area

London Plan Policy HC1 seeks to ensure that development proposals affecting heritage assets and their settings, should conserve their significance. This policy applies to designated and non-designated heritage assets. Local Plan Policy SP12 and DPD Policy DM9 set out the Council's approach to the management, conservation and enhancement of the Borough's historic environment.

Policy DM9 states that proposals affecting a designated or non-designated heritage asset will be assessed against the significance of the asset and its setting, and the impact of the proposals on that significance; setting out a range of issues which will be taken into account. In relation to extensions or alterations to residential buildings, including roof extensions, Policy DM9 requires proposals to be of a high, site specific, and sensitive design quality, which respect and/ or complement the form, setting, period, architectural characteristics, detailing of the original buildings, including external features such as chimneys, and porches. The policy also requires the use of high-quality matching or complementary materials, in order to be sensitive to context.

Following the unauthorised removal of a traditional shopfront and its replacement with a shopfront of modern design and materials. It is noted that a number of amendments are proposed, the use of timber including an amended fascia sign and stall riser to match the neighbouring properties and respond to the established architectural 'framework' of the parade.

The shopfront of the application property is part of a group of shopfronts of uniform design and appearance. The majority of the neighbouring shopfronts in the Windsor Parade, despite small alterations, have retained their traditional design and proportions which can be appreciated on their own but also as part of a group. These contribute to the uniformity of the parade and make a positive contribution to the character and appearance of the conservation area.

Although there are a wide variety of shop front styles in the vicinity. The modified traditional design, materials and detailing, incorporating a stallriser and glazing bar appropriate to the period of the buildings.

The modify shop front is of a good design, which respect and retains the original features of a typical Edwardian shop front. clean and simple lines and modern materials, some of which are obscured by the deep awning above. Whilst it is acknowledged that majority of shop fronts in the conservation area does not reflect Bruce Grove CA Appraisal and Management Plan. The design and detailing of the proposed shop front are comparable with many others in the vicinity. The simple new shop front with timber frame materials would be in line with the pre-application advice sought by the applicant and does not mask the Edwardian style of the upper floors of the building.

It is considered that development does enhance the character and appearance of the conservation area, it is considered that it preserves the area given the context of the many modern shop fronts

adjoining and nearby, and leaves the character and appearance of the conservation area unharmed.

Conclusion

On balance, it is considered that the advice contained in reflect Bruce Grove CA Appraisal and Management Plan, and policy documents does not outweigh the context in which the site is viewed on the ground. For the reasons set out above, the development to be out of keeping in its context. Given the relationship of this premises with neighbouring shop fronts, the character and appearance of the conservation area would be preserved and development accords with policies DM1, and DM9 of the adopted DPD.

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

CIL

The increase in internal floor area would not exceed 100 sq. m. and therefore the proposal is not liable for the Mayoral or Haringey's CIL charge.

RECOMMENDATION

GRANT PERMISSION subject to condition(s):

Conditions:

- 1 The development hereby approved shall be implemented within four months of the date of this permission. The development shall be made available for inspection on site following completion.

Reason: For the avoidance of doubt and to ensure that the proposed development is carried out as approved.

- 2 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

- **INFORMATIVE: Hours of Construction Work**
The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-
8.00am - 6.00pm Monday to Friday
8.00am - 1.00pm Saturday
and not at all on Sundays and Bank Holidays.