



Chartered Town Planners & Architectural Technicians

DESIGN AND ACCESS / PLANNING / HERITAGE STATEMENT

Replacement shopfront and signage.

Property Address: 120 Fortis Green Road, Muswell, Hill, N10
3HN.

April 2023

1.0 INTRODUCTION

1.1 This Design and Access / Planning / Heritage Statement is submitted on behalf of the applicant in respect of a planning application for a replacement shopfront and signage. This Statement should be read in conjunction with other drawings and documents accompanying the planning application.

1.2 This Statement comprises:

- A description of the application property and surrounding area;
- A description of the proposed development;
- A summary of relevant planning history; and,
- An assessment of the proposed development against relevant planning policy.

2.0 APPLICATION PROPERTY AND SURROUNDING AREA

2.1 The planning application relates to the ground floor premises of No. 120 Fortis Green Road. It sits within an overall 3 storey property. The premises was most recently used as a restaurant but is to change to a medical facility under permitted development provisions (i.e. change within use class E).



Figure 1 – Front Elevation of No. 120 Fortis Green Road.

2.2 The premises is located within the designated Muswell Hill District Centre. The surrounding area is mixed use in nature with commercial premises on ground floors and many upper floors being in storage, office and residential use.

2.3 The site is well provided for in terms of transport and accessibility. Several bus routes run along Fortis Green Road and on roads within walking distance. There are public bicycle parking facilities opposite the premises. The area surrounding the site is very well provided for in terms of footpaths, and pedestrian walkways connecting to shops, services and residential areas. The area has a PTAL rating of 3 but is adjacent areas with a rating of 4.

3.0 PROPOSED DEVELOPMENT

3.1 It is proposed to replace the existing shopfront which is considered to be of little architectural or visual merit. The new shopfront would be more befitting of the area and would provide for: a near centred entrance door, fan lights, increased vertical emphasis, signage that better fits the curved fascia (restaurant fascia is simply a yellow rectangle within the curved fascia), and a less garish projecting sign.

3.2 The new shopfront will be made of powder coated aluminium.

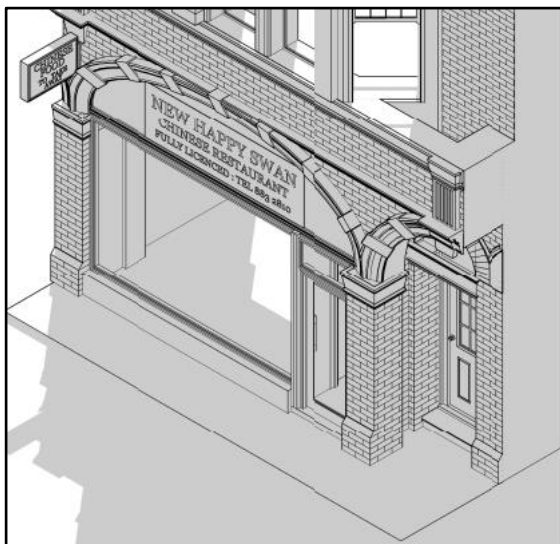


Figure 1 – Restaurant shopfront.

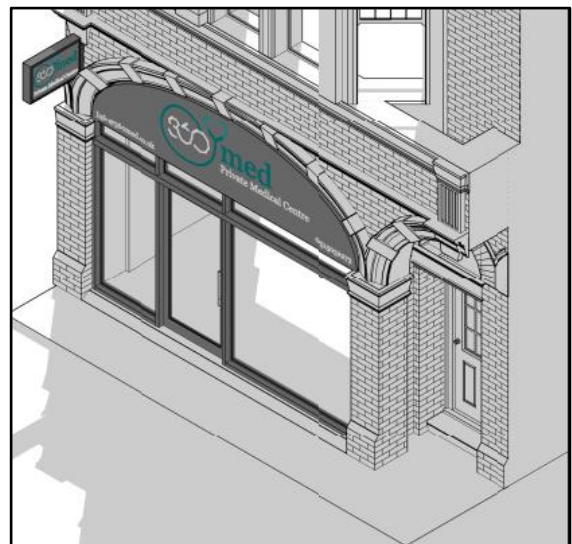


Figure 2 – Proposed shopfront.

4.0 PLANNING HISTORY

4.1 There is no recent planning history for the premises according to Haringey online planning records.

5.0 PLANNING POLICY AND GUIDANCE

Strategic Policies Document (2013), and Development Management Policies DPD (2017)

5.1 An Extract from the Haringey Proposals Map, is set out in Figure 2 below. The site is within a conservation area.

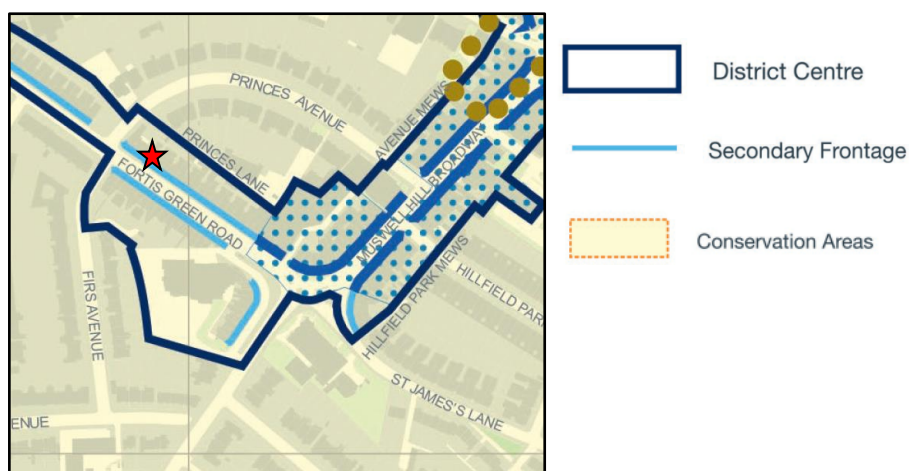


Figure 3 –Extract from Haringey Proposals Map. Red arrow indicates approximate location of premises.

5.2 Policies DM1 (Delivering High Quality Design) and DM8 (Shopfronts, Signs and On-Street Dining), and DM9 (Management of the Historic Environment) are of particular relevance. It is required that shopfronts and their signs be designed to a high standard and contribute to a safe and attractive environment. In particular it is sought to retain distinctive traditional shopfronts and it is also sought that replacement shopfronts conserve original materials as far as possible.

It is submitted that the existing shopfront is of little visual or architectural merit – it lacks detail and architectural interest. The present materials are not worthy of preservation. As stated, the new shopfront would be more befitting of the area and would provide for: a near centred entrance door, fan lights, increased vertical emphasis, signage that better fits the curved fascia (restaurant fascia is simply a yellow rectangle within the curved fascia), and a less garish projecting sign. There are many high quality shopfronts nearby of similar appearance to that proposed (including in terms of materials)– see Figure 4 below.



Figure 4 – Shopfronts nearby similar to that proposed.

6.0 HERITAGE

6.1 The premises sits within the Muswell Hill Conservation Area. The special character of the conservation area is multi-faceted but is in large part derived from its Edwardian history, continuity in residential streets, and high quality architecture.

6.2 Given that the new shopfront is considered of greater architectural merit and appearance than what exists at present, it is not considered there would be any adverse impact to the special character or appearance of the conservation area. The ground floor shopfront would retain its overall proportions and street presence.

7.0 CONCLUSION

7.1 The proposed development is considered to be in compliance with the Haringey Local Plan.