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Planning, Regeneration & Economy
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12 May 2023

Our Ref: 6271

Dear Sarah

Tottenham High Streets High Street Heritage Action Zone: 80 Bruce Grove, London N17 6UZ

On behalf of the London Borough of Haringey, please find enclosed a proportionate planning and heritage letter in relation to proposals to repair and refurbish the shopfront at No. 80 Bruce Grove. This project is part of a wider scheme within the Tottenham High Street Heritage Action Zone Programme (HSHAZ), administered by Historic England, that seeks to improve the character of the Bruce Grove Conservation Area and restore its historic integrity.

Bruce Grove sits within the wider Bruce Grove Conservation Area and is host to a number of Grade II listed buildings, as well as 20th century commercial buildings that add variety and contribute positively to the area. Many of the commercial premises within the HSHAZ area have suffered from the incursion of inappropriately scaled and poorly designed shopfronts, signage and poor-quality materials or have fallen into disrepair due to a lack of maintenance.

A large part of the proposed enhancement of the area will be through the refurbishment and/or replacement of such historic shopfronts. This is the first application within the HSHAZ project that seeks to deliver such repairs and refurbishment to a shopfront on a historic commercial frontage.

No. 80 Bruce Grove is neither listed nor locally listed but is part of a positive feature within the Bruce Grove Conservation Area. The application proposals relate entirely to the ground floor shopfront and seek permission for the following works:

- Repairs to flat roof coverings
- Installation of new console bracket to match existing (left side)
- New lead flashing to upper fascia cornice
- New timber cornice and architrave containing concealed LED light strip
- Restoration of existing awning box

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- Original fascia board refurbished with touching up to hand painted signboard
- New internal grille type security shutter to replace external mesh screen
- Installation of clear glass to entrance door
- Existing timber entrance doors refurbished and repainted
- Existing glazed tiling to pilasters conserved
- Painted rendered stall riser refurbished.

Heritage Considerations

No. 68-109 Bruce Grove is a purpose-built Edwardian shopping parade (constructed 1905) with commercial properties below and residential accommodation above. They open directly onto the relatively narrow pavement and offer a somewhat calmer atmosphere than nearby Tottenham High Road. Although they are not listed, they are within the Bruce Grove conservation Area and make a positive contribution to the character of the area.

No. 80 Bruce Grove is distinct along its section of frontage, continuing to display its original painted fascia signage and it is not cluttered with modern signage installations. Nonetheless, it is in a notably poor state of repair, including through an insensitive external mesh security screen, peeling paint, a broken awning, and a missing console bracket, which cumulatively detract from the character of the area.

The application proposals seek to work with the original shopfront frame, including sensitive repairs to roof coverings, cornicing, glazed tiling, and the rendered stall riser. This will rejuvenate the appearance of the frontage. Furthermore, targeted restoration is proposed to bring the awning box back into functional use, touch up and enliven the hand painted fascia sign, enhancing its positive contribution, as well as rebuilding the missing console bracket to return symmetry across the frontage. These are all considerable heritage benefits.

Additions to the existing shopfront include an internal mesh security shutter, which is preferable to the current, rusted external mesh. Subtle lighting is also proposed to ensure the hand painted fascia is visible in hours of darkness. The LED lighting source will be subtly hidden within the shopfront architrave and cornice. This is considered a heritage sensitive solution to shopfront lighting.

The shopfront improvements are genuinely heritage led and seek to restore the historic qualities of the shopfront at No. 80 Bruce Grove. This fully accords with Local Policy DM9 of the Haringey DPD (2017). Paragraph 202 of the NPPF would not be engaged by these works.

Planning Considerations

The repair works would not ordinarily require planning permission but are considered relevant to demonstrate the level of investment and attention to detail in these works. Nonetheless new additions to the shopfront, such as lighting and security grilles are subject to planning permission.

Local Policy DM8 requires shopfronts, including their signs, security shutters and canopies, to be designed to a high standard and contribute to a safe and attractive environment. The policy states that retractable shopfront canopies may be acceptable where they are of an appropriate design and security shutters should be open mesh and, where possible, located internally. Given the history of the shopping parade and present character of this area, the proposals are considered to be fully policy compliant on this point.

In terms of lighting for the fascia board, Policy DM8 seeks to ensure installations would not cause a public safety hazard, contribute to clutter or loss of amenity, or adversely impact the character or appearance of a conservation area. The emerging shopfront design guide expands on these points, noting:

There will be a preference for illuminating signs indirectly with light fittings concealed within the cornice and/or architrave of the fascia. Lighting fixtures should not obscure architectural features or proportions. The size and number of lights should be kept to a minimum in order to avoid visual clutter and should illuminate the fascia sign / lettering only.

The proposed LED lighting is necessary to better reveal an original and positive architectural feature in the shopfront. The LED lighting fixtures will be totally concealed within the cornice and architrave on the fascia board. To this end, the new installations to the shopfront would avoid impacts on public safety, amenity or the character of the conservation area, and work to enhance the latter.

The proposals fully accord with Local Policy DM8, the emerging shopfront design guide and are acceptable in planning and heritage terms.

In support of the application, please find enclosed:

- Application forms
- Application fee of £234.00
- Existing and Proposed Drawing Pack
- CIL Questionnaire

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

A handwritten signature in dark ink, reading 'Sam Elliott', with a long, sweeping horizontal stroke extending to the left.

Sam Elliott

Senior Planner

Heritage Potential

London

Enc.