

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

13 October 2023

Our Ref: 6271

Dear Sir/Madam,

Tottenham High Street Heritage Action Zone: 410 High Road, Tottenham, London, N17 9JB

On behalf of the London Borough of Haringey, this planning and heritage letter has been prepared in relation to proposals to repair and refurbish the shopfront at 410 High Road, Tottenham (Haringey Council). 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.

410 High Road sits within the wider Bruce Grove Conservation Area which 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. 410 High Road is neither listed nor locally listed but is a positive contributor to the Bruce Grove Conservation Area, as identified in the Conservation Area Appraisal.

A large part of the proposed enhancement of the area will be through the refurbishment and/or replacement of such historic shopfronts. This application seeks to deliver such repairs and refurbishment to a modern shopfront.

The application proposals relate entirely to the ground floor shopfront and seek permission for the following works:

- New timber fascia board and lettering with timber cornice and subtle external illumination;
- New awning;
- New timber shopfront formed of bi-folding opening panels to the top with fixed section below;
- Existing render and brick slips removed from existing piers and new ceramic tiles installed;
- Existing timber door refurbished and painted to match shopfront;
- New two-panel timber, two-panel glazed framed door;

Managing Director
Helen Cuthbert

Associate Director
Niall Hanrahan

Directors
Stuart Slatter | Dan Templeton

- Existing masonry stallriser to have tiles removed, new render applied and painted as shopfront.

Historic Context

410 High Road is part of the mid to late 19th century extension of the High Road. The building itself was built around the late 19th century and is three storeys with three arched windows with decorative plaster surrounds on the first floor. The shopfront would have had a projecting fascia and glazed panelled frontage, as shown on the 1950s photograph below.

1950s Photograph (No. 410 circled) (Source: Haringey Council)



Historically, the building was only two storeys but was extended to match the height of the neighbouring 406-408 parapet roof. This is shown in the comparison of the 1950s photograph above and the existing streetscape below.

Existing Streetscape (Source: Haringey Council)



The current frontage and surrounding shopfronts are modern and low quality as a result a variety of uncoordinated interventions over the late 20th and 21st centuries. There is a requirement to refurbish, repair and rejuvenate the shopfront at 410 High Street, as it is in a poor state of repair including peeling paint on the stallriser and door, inconsistent use of materials and the mix of modern large fascia signs that have begun to over dominate the frontage. These elements cumulatively detract from the character of the Bruce Grove Conservation Area.

Planning History

- OLD/1951/0202: Rebuilding of existing chopping house. Approved with conditions 28/11/1951.
- OLD/1952/0212: 410-412 Erection of new storey for residence and change of use of front floor from residence to office. Approved with conditions 04/2/1952.
- OLD/1953/0226: Alterations and additions to shop and flat above. Approved with conditions 7/1/1953.
- OLD/1965/0296: Erection & display of an illuminated fascia sign. Approved with conditions 21/1/1965.
- OLD/1972/0435: Display of 1 illuminated fascia sign & 1 projecting box sign. Approved with conditions 04/5/1972.
- OLD/1977/0453: 410-412 Installation of new shopfront & sign and use of basement to licensed restaurant. Approved with conditions 04/11/1977.
- OLD/1988/0573: Display of illuminated fascia sign. Approve with conditions 08/8/1988.
- HGY/2004/1359: Erection of single storey side extension and change of use from retail (A1) to internet cafe/bookshop/cafe restaurant (A3). Approved with conditions 04/8/2004.
- HGY/1991/1078: Extension at second floor level, rear extension to first floor and formation of a three bedroom maisonette. Approved with conditions 02/12/1991.

Planning and Heritage Considerations

The relevant planning policies for this application include the Development Management Policies: Policy DM8 'Shopfronts, Signs and On-Street Dining' which requires high-standard shopfront and signage design, and Policy DM9 'Management of the Historic Environment' which requires that development conserves and enhances the significance of a heritage asset and appropriate redevelopment of buildings which detract from the character of a Conservation Area. The proposals also seek to be in line with SP11 'Design' which ensures development enhances and enriches Haringey's built environment, as well as SP12 'Conservation' which ensures the conservation of the historic significance of Haringey's heritage assets.

The application proposals seek to improve the existing modern shopfront to help rejuvenate the appearance of the frontage. This is particularly necessary in light of the insensitive interventions in recent years that have entirely altered the character of the shopfront and its contribution to the character of the conservation area. The works form part of the Tottenham High Street Heritage Action Zone objectives and are part funded by Historic England. As such, the design has been heritage led from the outset, while also working with local businesses to ensure their requirements are met.

The works proposed aim to improve the existing condition of the shopfront and replace negative elements. while also creating a largely glazed frontage with a vertical emphasis that is sensitive and complementary to the host building. A bi-fold window is introduced, which allows greater interaction with the street scene, passive ventilation and an interesting and active frontage. The stall riser of the shopfront will be retained, ensuring the framing of the window remains and the proportions of the shopfront are not significantly altered. This ensures this improvement of the existing condition is in line with Policy DM9 as it is considered to be appropriate redevelopment of buildings which detract from the character of a Conservation Area.

The 'living wall' element will be integrated into the existing modern piers by creating new consoles to create a vibrant and green character to the shopfront. The small provision of urban greening is encouraged in the London Plan, and the proposed amount is enough so that it is easily maintained by the operator.

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.

The proposed awning is therefore considered to be compliant with this policy and 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. This demonstrates that the proposed fascia board is a sensitive design and compliant with Policy DM8. 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 LED lighting source for the new fascia will be subtly hidden within the shopfront architrave and cornice. This is considered a heritage sensitive solution to shopfront lighting which is absolutely necessary to offer some presence in hours of darkness and is consistent with the established character of the area. To this end, the new advertisement area 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. The shopfront improvements are heritage led and seek to restore the historic qualities of the shopfront at 410 High Road. This fully accords with Local Policy DM9 of the Haringey DPD (2017). Paragraph 202 of the NPPF would not be engaged by these works.

In support of the application, please find enclosed:

- Application forms
- Location Plan
- Block Plan
- Existing Plan
- Proposed Plan
- Existing Elevation
- Proposed Elevation
- Planning and Heritage Statement (included within this Cover Letter)
- CIL Questionnaire

We trust that the application meets the Council's validation requirements, but should you require anything further please do not hesitate to contact the undersigned.

Yours sincerely,

Jemima Webb

Heritage Advisor
Heritage Potential
London