

Design & Access Statement

Schedule ref	25_029
Date	24 th January 2026
Job address	228 Archway Road, N6 5AX
Project description	Alteration to the shop front to include removal of existing signage and advertisements, installation of a plain fascia and residential access door with modest door numbering only, and replacement of existing shopfront doors and windows with aluminium framed units.

Introduction

This Design and Access Statement supports a planning application for alterations to an existing shopfront. The proposal seeks to simplify and rationalise the frontage through the removal of signage and the replacement of the existing shopfront with a restrained, high-quality contemporary design.

The Site

The application site is a five storey, mid terraced building, located on the north-eastern side of Archway Road. The building has a retail unit on the ground floor, to which this application relates. The site is located within a designated Local Shopping Parade and the Highgate Conservation Area.

The existing shopfront is of a modern construction and does not form part of the original historic fabric of the building. It does not represent a heritage asset and does not contribute positively to the significance of the wider conservation area.

The surrounding street is characterised by a mix of traditional and modern shopfronts, with several nearby examples of contemporary aluminium-framed frontages and minimal signage, demonstrating that such treatments are established and accepted locally. Majority of immediate neighbouring/retail units have lost/altered their original shop frontages.

Planning Policy

For the purposes of this application, the adopted development plan for the London Borough of Haringey comprises the London Plan (2021), the Strategic Policies 2013-2016 (2013), the Development Management DPD (2017) and the Supplementary Planning Documents and Guidance.

The below policies are considered most pertinent to the determination of the application:
London Plan (2021)

D1 – London's Form, Character and capacity for growth

D4 – Delivering Good Design

D8 – Public Realm

HC1 – Heritage Conservation and growth

Development Management DPD (2017)

DM1 – Delivering High Quality Design

DM3 – Public Realm
DM8 – Shopfronts, Signs and On-Street Dining
DM9 – Management of the Historic Environment
Strategic Policies (2013)
SP11 – Design
SP12 – Conservation

Local Planning History

HGY/2017/2688	281 Shop 279-281 Archway Road, N6	Replacement of exiting shop front with timber frame heritage shopfront	Granted
HGY/2022/0036	252 Archway Road, N6	Display of a non-illuminated fascia sign, a wall sign and an awning sign	Granted
HGY/2015/0429	232 Archway Road, N6	Alteration to the shop front to include Installing a new awning	Granted
HGY/2013/2365	230, Archway Road, London, N6 5AX	Display of 2 x non-illuminated fascia sign	Granted
HGY/2024/1786	Esso, 513 Archway Road London N6 4HX	Application for advertisement consent for a new freestanding digital advert within the site boundary of the petrol filling station.	Granted

Storefront Design

The existing shopfront and door setting out, including door and window positions, will be retained. The proposal is limited to the replacement of existing elements within the current openings, ensuring no alteration to the established rhythm of the street.

The scale and proportions of the shopfront will remain unchanged. The proposal respects the existing building form and the prevailing scale of neighbouring properties.

Appearance

The proposed design adopts a deliberately minimal approach. All existing signage and advertisements will be painted with a dark grey fascia, with only small, discreet door numbering provided for identification purposes. No illuminated signage or advertising is proposed.

The existing shopfront and communal access door with dark grey aluminium framed units. The simplified appearance reduces visual clutter and results in a calm, uniform frontage that sits comfortably within the mixed character of the street and conservation area.

Access

The proposal does not affect access arrangements. The existing entrance position and level access will be retained, ensuring continued inclusive access for all users.

Security

Aluminium has been selected due to its durability, low maintenance requirements, and enhanced security performance when compared to traditional timber alternatives. This ensures the shopfront remains robust and visually consistent over the long term, reducing the need for frequent repairs or alterations.

The proposed shopfront will be designed to comply with relevant Building Regulations and recognised security standards, including PAS 24 and Secure by Design principles. Toughened or laminated safety glazing will be provided where required.

Impact on the Conservation Area and Street Scene

As the existing shopfront is modern and of limited architectural merit, its replacement does not result in harm to the significance of the conservation area, and will instead preserve the conservation area.

The proposed works will improve the visual quality of the frontage by introducing a simple, coherent design that aligns with similar contemporary shopfronts found nearby. The absence of advertising and signage ensures the proposal is understated and respectful of the wider street scene.

Conclusion

The proposal represents a modest and well-considered enhancement to an existing non-heritage shopfront. It improves appearance, reduces visual clutter, and introduces durable materials suitable for long-term maintenance and security. The development is therefore considered appropriate and acceptable within both the street scene and the conservation area.