

Heritage Statement

Address: 6 The Broadway, London, N8 9SN

Planning Context: Crouch End Conservation Area (No. 5), Sub Area 1 – The Core (Town Centre).

1. Introduction

This Heritage Statement accompanies the planning application for a modest roof extension at 6 The Broadway, Crouch End, within the London Borough of Haringey. The proposal has been informed by pre-application discussions with Haringey's Planning and Conservation Officers and subsequent design development. The scheme seeks to carefully balance the operational requirements of Dunn's Bakery with the preservation of the building's architectural and historic significance as a non-designated heritage asset within the Crouch End Conservation Area.

2. Site and Context

6 The Broadway is one of the oldest surviving buildings in Crouch End and has been continuously associated with bakery use since the nineteenth century. Founded in 1820, Dunn's Bakery remains a long-established family business and a valued part of the local community. The current building is two storeys in height and constructed in yellow London stock brick, with a distinctive stone parapet and modillion cornice. The central stone pediment, surmounted by a wheatsheaf motif and inscribed "W.M. 1850," forms a defining architectural feature of the façade and contributes significantly to its identity and local distinctiveness. The retained inter-war shopfront, including its polished black granite stallriser, bronze-finished metal surround and mosaic lobby floor, further enhances the building's character and evidences its historic commercial use.

The property forms part of a continuous late-Victorian terrace on the west side of The Broadway. It adjoins the Grade II listed Nos. 1–4 The Broadway to the north and taller Victorian buildings to the south, while residential properties lie to the rear. The building sits within the Crouch End Conservation Area, which is designated for its cohesive late Victorian and Edwardian townscape character, consistent scale, traditional rooflines and fine-grain urban form. Within this context, 6 The Broadway plays an important transitional role in the streetscape and makes a positive contribution to the character and appearance of the conservation area.



3. Heritage Significance

The architectural significance of the building derives from its two-storey scale, parapeted roofline, decorative stone detailing and retained historic shopfront. The wheatsheaf pediment and carved inscription are particularly distinctive features, contributing to its local listing and reinforcing its historic identity as a bakery. The visual separation between its parapet and neighbouring buildings enhances the legibility of its façade within the terrace and allows its architectural detailing to remain clearly expressed. Its proportions, materials and façade composition are integral to the rhythm of The Broadway and to the special character of the conservation area.

The building also holds considerable historic and communal significance. Dunn's Bakery is one of the longest continuously trading businesses in Haringey and has served the community for over 170 years. Its uninterrupted commercial use contributes strongly to its associative value and reinforces its role as a local landmark within Crouch End. The heritage value of the site therefore arises not only from its architectural qualities but also from its enduring social, economic and cultural presence within the district centre.

4. Proposed Development

The proposal comprises a modest, contemporary roof extension positioned approximately five metres behind the existing front parapet. The extension has been deliberately set back beyond primary sightlines from The Broadway to ensure that the original two-storey façade, parapet and wheatsheaf pediment remain visually dominant in street-level views. The massing has been kept low and compact, positioned discreetly below neighbouring ridge heights and clearly subordinate to the historic building.

The architectural approach adopts a restrained contemporary expression that distinguishes the new intervention from the original structure. The proposed materials include a zinc-copper roof finish, light timber structural framing and full-height glazing elements. This palette has been selected for its visual lightness, durability and compatibility with the existing London stock brickwork, allowing a clear distinction between old and new while ensuring that the historic fabric remains the primary visual focus.

Internally, the additional floorspace will provide office accommodation, staff welfare facilities and storage areas, alleviating pressure on the existing back-of-house spaces and supporting the long-term operational viability of the bakery. The proposal does not involve alteration to the principal historic façade or removal of significant architectural features.



5. Impact on Significance

The proposed extension preserves all key elements that contribute to the building's heritage significance, including the stone parapet, decorative pediment, original shopfront and established two-storey proportions. The five-metre setback ensures that the extension remains largely concealed in views from The Broadway and does not compete visually with the historic frontage. The new addition is clearly legible as a contemporary intervention and does not attempt to replicate historic detailing, thereby preserving the authenticity and integrity of the original building.

In wider townscape views, including longer-range perspectives from Crouch End Hill, the extension appears recessive and sits comfortably within the varied roofscape of the surrounding area. It does not disrupt the established rhythm of parapets along The Broadway nor undermine the cohesive scale and character that define the conservation area. The setting of the adjacent Grade II listed building at Nos. 1-4 The Broadway is preserved, and the proposal does not result in harm to its significance.

Overall, the proposal preserves the architectural, historic and communal significance of the locally listed building and maintains the character and appearance of the Crouch End Conservation Area.



6. Policy Context

The proposed development has been considered in the context of the following national, regional and local planning policies relating to heritage conservation and town centre vitality:

National Planning Policy Framework (NPPF) – Conserving and Enhancing the Historic Environment
Requires development affecting heritage assets to preserve their significance and ensure any harm is avoided or justified.

London Plan (2021) – Policy HC1: Heritage and Culture
Seeks to conserve and enhance London's historic environment and ensure development preserves the significance of heritage assets.

Haringey Local Plan – Policy DM9: Management of the Historic Environment
Requires proposals affecting heritage assets to demonstrate an understanding of significance and avoid harm to historic fabric, setting and townscape quality.

Haringey Local Plan – Policy TC1: Vibrant Town Centres and High Streets
Supports the vitality and viability of district centres and encourages appropriate upper-floor intensification to sustain local businesses.

The proposal preserves the architectural significance of the locally listed building, maintains the character and appearance of the Crouch End Conservation Area, and supports the continued operation of a long-established independent business. These policies are being met comfortably.

7. Conclusion

The proposed roof extension at 6 The Broadway has been carefully designed in response to its status as a locally listed building within the Crouch End Conservation Area (No. 5), Sub Area 1 – The Core (Town Centre). The extension remains clearly subordinate, preserves the primacy of the original two-storey façade and decorative parapet, and maintains the character and appearance of the conservation area.

The proposal results in no harm to the significance of the non-designated heritage asset or the setting of nearby heritage assets. It represents a sensitive and proportionate intervention that aligns with relevant heritage and town centre policies while supporting the continued viability of a long-established local business.