



Officer Report

Application Number:	HGY/2026/0259
Application Type:	Full planning permission
Address:	228 Archway Road, Hornsey, London, N6 5AX
Proposal:	Alteration to shop front including removal of existing signage and advertisements, installation of a plain fascia with door numbering, and replacement of existing shopfront doors and windows with aluminium framed units
Case Officer:	Sabelle Adjagboni
Valid Date:	29/01/2026
Applicant:	Laura Kay
Agent:	Michael Serginson

RECOMMENDATION

Approve with Conditions

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the erection of a new shop front for a pharmacy.

The details of the proposed works include:

- Replacement of the existing timber shopfront with new timber frames
- Installation of 1300mm wide automatic sliding door with disabled access button
- Installation of conservation style timber framed fixed windows with safety laminated glass
- Installation of 355 x 355mm internal electric shutter with chain linked curtain to be installed at soffit level
- Installation of high painted timber stallriser
- New recessed door for flat entrance

Site and Surroundings

The application site is the ground floor shop in a property which is part of three-storey parade with projecting shops built in stock brick with stone dressings and red-brick relieving arches. It is located toward the centre of Archway Road, near its intersection with Northwood Road and Causton Road. The site is in the Highgate conservation area but is not a listed building. The site also falls within a Local Shopping Centre.

Most of the historic shopping fronts on the street have been lost, however, some features remain including parts pilasters and console brackets. Although the existing shop front at the site is a modern alteration, it maintains the pilasters and console brackets.

Relevant Planning and Enforcement history

The planning history in relation to the site is as follows:

HGY/2024/0129

Address: Flat 2, 228 Archway Road, Hornsey, London, N6 5AX

Proposal: Replacement of existing rear elevation ground floor window with french doors to facilitate garden access

Decision Date: 13 March 2024

Decision: Approve with Conditions

HGY/2021/0699

Address: Flat B, 228, Archway Road, London, N6 5AX

Proposal: Erection of rear garden outbuilding and storage structure.

Decision Date: 29 April 2021

Decision: Approve with Conditions

Consultation response

The consultation responses received are summarised below:

LBH Conservation team

- 228 Archway is part of an 1880s three-storey parade within the Highgate Conservation Area, originally built in stock brick with stone dressings and red-brick relieving arches.
- Many traditional shopfronts in the parade have been lost, though some features such as pilasters and console brackets remain.
- No. 208 retains a fluted pilastered corner entrance, and No. 224 has one of the most intact early shopfronts, including leaded transom lights and a mosaic lobby floor (partly obscured by modern additions).
- At No. 228, the existing shopfront is a modern aluminium installation with an oversized and inappropriate fascia, but original pilasters and console brackets survive.
- The proposed replacement shopfront is also aluminium, retaining the box fascia and offering a design similar to the current modern frontage.
- The proposal is considered a missed opportunity to restore a traditional C19-style shopfront in keeping with the historic parade.
- While the design quality is not high and appears ubiquitous, it is judged not to cause greater harm to the Conservation Area than the existing modern shopfront.

LOCAL REPRESENTATIONS

The application has been publicised by way of 19 letters and a site notice displayed in the vicinity of the site. No representations were received in response to notification and publicity of the application.

MATERIAL PLANNING CONSIDERATIONS

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The revised NFFP (2023) states in Chapter 12, Paragraph 136 that “The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The main considerations in the assessment of this application are therefore amenity and public safety. In this respect DM Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, should:

- Contribute to a safe and attractive environment;
- Be of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene, especially in the case of listed buildings and conservation areas;
- Avoid unsightly proliferation or clutter of signage in the vicinity;
- Not cause a hazard to pedestrians or road users, including by siting and design;
- Be sited to avoid visual intrusion of light pollution into adjoining residential properties;
- Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

DPD Policy DM9 states that proposals affecting a designated or non-designated heritage asset will be assessed against the significance of the asset and its setting, and the impact of the proposals on that significance; setting out a range of issues which will be considered. In relation to extensions or alterations to residential buildings, including roof extensions, Policy DM9 requires proposals to be of a high, site specific, and sensitive design quality, which respect and/ or complement the form, setting, period, architectural characteristics, detailing of the original buildings, including external features such as chimneys, and porches. The policy also requires the use of high-quality matching or complementary materials, in order to be sensitive to context.

The Highgate Neighbourhood Plan policy DH2 requires the development proposals preserve or enhance the character or appearance of the Highgate’s Conservation areas, and respect the setting of its listed buildings and other heritage assets.

The application seeks permission for alterations to the existing shopfront.

As noted above, 228 Archway Road lies within the Highgate Conservation Area but is not identified as a positive contributor to its significance. The surrounding frontage comprises a varied mix of modern and more traditional shopfronts.

The host building forms part of a parade of projecting shops constructed in stock brick stone dressings and red-brick relieving arches. Whilst most of the shopfronts have been altered and are

now modern in appearance, a small number retain original features, or elements of them, such as pilasters and console brackets, which continue to reflect the historic character of the parade. Some of this surviving detailing is also evident at the application site.

The existing shopfront at No. 228 is a modern aluminium frontage with an oversized fascia, which has reportedly been in place for around ten years. The proposed works would largely retain the existing appearance of the shopfront. It would remain an aluminium shopfront with the existing box fascia replaced with one similar in design and materials. The main change would be the removal of the signage from the principal fascia, resulting in a largely plain fascia with only the door number shown discreetly in the lower left corner. A further, less visually prominent change would be the replacement of the existing single-glazed aluminium doors with double glazing.

Whilst the proposal would not result in a significant enhancement to the appearance of the shopfront, it would largely preserve the existing situation and, on balance, is considered acceptable.

Impact on amenity

Policy DM8 supports advert proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

Highway safety

Policy DM8 goes on to state that all adverts should be designed and sited so as not to cause a hazard to pedestrians or road users. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

No signage or illuminated advertisement are proposed; therefore, the development would not give rise to visual distractions or compromise the safety of road users on the adjacent highway.

As such, the proposal is considered acceptable in this instance in general accordance with Policies DM1, DM3, DM8 and DM9 of the Development Management, Development Plan Document 2017, and Policies SP7, SP11 and SP12 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021, the Town and Country Planning (Control of Advertisement), and the NPPF.

Conclusion

The proposal is considered acceptable.

All other relevant policies and considerations, including equalities, have been considered. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

CIL APPLICABLE

The increase in internal floor area would not exceed 100 sq.m. and therefore the proposal is not liable for the Mayoral or Haringey's CIL charge.

RECOMMENDATION

GRANT PERMISSION subject to conditions

Registered No. HGY/2026/0259

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 2 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed below, other than where those details are altered pursuant to the conditions of this planning permission.

Approved drawings list: 90 001, 01 002

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.

INFORMATIVE: Planning permission has been granted without prejudice to the need to get advertisement consent under the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.