

Project Title: No. 74 Highgate Road
London NW5 1PB

Date: November 2023

Project Ref: 23-718-PS-001

Document: Planning Statement



Fig.1 Street View of No. 74 Highgate Road, London - Site outlined in red

1. Introduction:

The following Design and Access Statement relates to proposed alterations to the existing shopfront and elevation refurbishment to the existing retail premises on the Ground Floor of No.74 Highgate Road.

2. Site and Context:

The property is located on a section of Highgate Road which is characterised by a variety of building typologies. No 74 was built in the late 1800's and has the appearance of a matching pair of building on the corner of Lady Somerset Road and Highgate Road



Fig.2 Site Location: No. 74 Highgate Road, London outlined in red.

3. Planning History:

Planning applications have been made for 74 Highgate Road, London NW5 1PB which is as follows:

Reference Address	Description	Date	Outcome
8400039 74 Highgate Road NW5	The installation of a new shopfront and the roofing over of the rear yard to provide ancillary office space to retail shop as shown on your submitted drawing 689/2/ (revised on 28th March 1984)	30-03-1984	Grant Full or Outline Perm. with Condit.
16918 74 Highgate Road, N.W.3	Use of ground floor of 74 Highgate Road, N.W.3 as a shop for the sale of pet-foods, aquariums and tropical fish.	16-07-1973	Limited P
CA/361 At 74 Highgate Road.	At 74 Highgate Road. Internally illuminated double sided box sign with black and orange letters to read CORDS PISTCH RINGS on a white background. Overall projection 3' 6". Depth 1' 7". Overall height 13' 10".	13-01-1966	Refusal

4. Design Approach:

The design approach is to enlarge the existing glazed shopfront windows in a style sympathetic to the host building. In addition, apply render in a stucco style to match the corner building on the corner of Lady Somerset Road and Highgate Road to restore the appearance of the pairing of the corner buildings.



Fig.4 No. 74 Highgate Road in relation to 72 Highgate Road

5. Materials:

Proposed: Painted timber shopfront, with stallriser and entrance door.

6. Access:-

There are no changes proposed to the current means of access to the property. The property is considered adequate to allow for pedestrian access to the proposed development and served by public transport with bus routes and nearby train stations.

7: Proposed Elevation

The proposed elevation illustrates the reinstatement of the stucco render to the ground floor and the painted timber shopfront with stallriser.



1 Proposed Elevation to Highgate Road
Scale: 1:100

2 Proposed Elevation to Lady Somerset Road
Scale: 1:100

Fig. 5 Proposed Elevations to Highgate Road and Lady Somerset Road approaches