



# PLANNING, DESIGN AND ACCESS STATEMENT

Commercial Unit 35 Highgate High Street

Client: Dexters London Ltd

December, 2018

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## SITE AND SURROUNDING AREA

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- 1.0 The site is currently occupied by an existing A2 professional premises currently operating as an estate agents under the name Benham & Reeves. The site is located within the Highgate Village conservation area and is a listed building.
  
- 1.1 By virtue of the existing use of the site, the proposed application will not require any change of use as the proposed business use remains the same.

## 2.0 RELEVANT PLANNING HISTORY

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### 2.1 The site has had the previous planning applications submitted and granted;

L9600708 The installation of a new shopfront, as shown on draing nos. 1957 S1; P1A: P2C. Granted 07/03/1996

P9600416 The installation of a new shopfront, as shown on draing nos. 1957 S1; P1A: P2C. Granted 07/03/1996

2013/4421/P Erection of a single storey rear extension following demolition of existing to office (Class B). Granted 24/07/2013

2013/4473/L Erection of a single storey rear extension following demolition of existing to office (Class B). Granted 24/07/2013

For further planning history and information please refer to the accompanying Heritage Statement from the Heritage Collective.

### 3.0 PROPOSAL SUMMARY

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The proposal is to alter the shop front by introducing branding and colours associated with the Applicant's business operations. The Applicant has worked closely both with ourselves and Heritage Consultants in this matter, recognising the sensitivity of the location and the listed building. The proposal is to alter the branding of the shop on a like for like basis except for the awnings and projecting sign which are explained below.

The applicant has recently acquired the business (share purchase) from the previous owners. The trade carried on at the site which is subject to the LBC application was only Residential Sales activities. Just prior to the acquisition by the applicant, the previous owners sold the rights to the Benham & Reeves name to a different entity (Benham & Reeves Residential Lettings) and as part of that contract there is an obligation on the applicant to change the existing name and colour scheme on this branch within the next week (19<sup>th</sup> April). The applicant is aware of the fact it is a listed building and the works need LBC, hence this application. However, to meet the contractual obligation, the applicant is removing the existing signage and putting a new temporary signage and also changing the colours till the time the LBC application is duly considered. They are not doing anything to the building that will affect its fabric, timber frame or anything significant in the building.

The proposed traditional timber hanging sign has been designed to comply with the Council's guidance and so as not to interfere with the line of sight to the nearby traffic signals. The sign is similar in design to others throughout the length of the High Street, is traditional in its design with a steel hanger (fixed to the masonry wall above the shop fascia) and timber sign board with no illumination.

We would like to make these changes permanent and there are other issues that we need advice on, hence the application for listed building consent. There are some aspects of the shops that we would like to change in the long term. In particular we would like to explore whether the windows of the left hand side of the shop can be changed to match the right and therefore this initial application may lead to more detailed discussions with Planning and Conservation Officers and a further application in due course.

### 4.0 CONCLUSIONS

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4.1 Having acknowledged the above document, it is hoped that the conclusions drawn by the council are that the proposal represents an appropriate design and an increased standard of design for the host building and the surrounding area.

The proposal is a high quality design, with no adverse impact on the overall character of the area, and no detrimental impact on the amenities of adjoining properties. Consequently, the Council are respectfully requested to grant planning permission for the development. Should any further conditions be recommended, it would be of great benefit to discuss the wording of them before the final decision is made.