

## **155-157 Highgate Road - 2022/2408/P**

Installation of new shopfronts to front elevations and addition of level access slope.  
(Retrospective)

We object most strongly to this retrospective application.

*Our objections should be read in parallel with objections to application 2022/2407/A.*

### **Application form: Accuracy:**

There are important inconsistencies in the details provided on the form as to 'site address', whom the 'applicant and agent' are and 'ownership' when comparing the application for planning with that for advertisement consent 2022/2407/A for the same premises.

Could this legal aspect please be regularised before considering these two applications.

**Area:** Does this include the basement? Substantial internal works have taken place, and accuracy of this area, as shown on plan, should be checked.

**Proposed development: Biodiversity** ticked no but should be **yes** as illumination affects the green corridor setting after dark.

**Waste/Recycling provision:** ticked **yes**, but has not been defined on the plans (correct annotation crucial for enforcement).

**Pre-Application advice:** Stated as **no**, but clearly advice has led to pre-application Modifications.

**Hours:** These should be confirmed.

### **Drawings:**

**Elevation drawings** existing/proposed are inaccurate and misleading by

(a) not showing the important stepped roofline, fascia/shopfront of Nos 155 and 157 characteristic of this parade; (b) not showing No 157 as an end of terrace with hipped roof; (c) entirely misrepresenting the Highgate Road upper floor more elaborate fenestration of No 157 which bookends with No 149, thus different from that of Nos 151- 155 (d) Proposed drwg does not show the horizontal raised new ground floor level expressed in external detailing.

**As existing plan:** This fails to show the entrance door to No 155. The existing basement plan needs verification for accuracy in size with as built, due to levelling up of the ground floor.

**Rear elevation:** No drawings were submitted, while large new noisy plant had been installed. This new unit at rear No 155 first floor roof level, was recently removed. This warrants the need for an 'as existing' drawing to provide accurate information in the event of likely reinstallation of such equipment if still required for premises commercial operation.

**Local historic setting:** This Highgate Road shopping parade, with its prominent location set opposite the Grove Terrace London Squares, surrounded by listed buildings, and early 19C buildings, retained many original features. It was part of the DPCA's first renewal project in 1998, when a Townscape Heritage Initiative (LBC David March) secured funding for Wesleyan Place/Mortimer Terrace upgrading of streetscape floorscape/lighting and repair and upgrading of un/listed buildings. Due to insufficient funding secured, the parade was left off and it was decided with the Council, to upgrade this parade as and when planning applications for alterations presented themselves. To retain the original historic components and improve

on various unauthorized alterations. This has been successful in restricting fascia illumination to low luminance overhead lighting and by securing brick bond security shutters to Nos 151

and 153 (including through enforcement) so as to increase attractive transparency, active street frontages to provide natural surveillance. Most recently a timber replacement shopfront Consent was secured at No 147. The unauthorized unsympathetically altered shopfront replacements and signage to Nos 155-157 have introduced a negative element at a prominent corner.

**Replacement shopfronts Nos 155-157:** Despite enforcement warnings and requirement to apply for the now in-situ alterations, the owners proceeded with extensive structural internal alterations, followed by the installation of a newly configured frontage to No 155 and replacement of No 157. The new design completely ignored the characteristic stepped arrangement of the two units and the parade. The vertical emphasis of the individual units weakened. By raising the ground floor level of No 155 its street entrance door was removed. The external appearance should retain a stepped stalriser effect. Work was in complete defiance of Council shopfront guidance by introducing new bulky, roller shutter boxes, with larger in width and height solid/pinholed shutters.

**The new fascia sign** was also made level over the two units introducing a deep protruding, with increased height, wrap around advert panel with internal illumination to both front and side elevation. Completely covering the attractive original fascia panels. Its design entirely uncharacteristic of our CA in being over proportioned. Not only obscuring the original fascia, but corbel brackets to pilasters in side views. The arrangement shows no respect to the principles of retaining individual shopfront element design and individual vertical emphasis. While post-original installation advice resulted in the new fascia being cut back in wrap around length, and in cutting to individual shop unit width sizes, this does not alter its disrespectful design to the host buildings. Note that none of the retail units in our CA have been permitted internal illumination, but low luminance level overhead only, hence retaining a flat fascia with characteristic pilaster and corbel brackets seen proud of the fascia. The new retail development at Swains Lane is a shining example of good practice. The design '312 Natural' fascia is entirely alien to our CA, in being bulky, oversized and in disrespecting of the original parade design. These shop fronts should retain their individuality and stepped character.

**Internal shop illumination:** the set lighting levels after dark overspill externally and should not be allowed to conflict with the green corridor/biodiversity and need to respect the acknowledged wider character of darkness in the DPCA. see Appraisal.

**Side fenestration to No 157:** The two Gordon House Road side windows on this prominent corner were roller shuttered long ago without consent. These are much in need of reintroduced transparency, instead they have now been boarded up with affixed panelling likely to facilitate advertising. Note these panels are not annotated on the 'proposed' drawing. They should not be permitted to remain.

**New external roller shutters:** shutter frame and box by their location (not like-for-like replacement), type (facilitating application of graffiti), introduce an incongruous addition to the building, and fail to preserve or enhance the character of the host buildings, the parade it forms part of and the DPCA contrary to policies D1, D2, D4 and C5 of the Camden Local Plan, shopfront Camden Planning Guidance, and DPCA Appraisal. For example, the case of 151

Highgate Road (2003/1927/P). The shutters on No 157 side windows should similarly be removed. With particular reference to CLP C5, and the installed CCTV, this location requires maximum transparency for natural surveillance to overcome instilling fear of crime.

**Waste/Recycling:** Since refurbishment a trade waste bin has appeared placed on the Gordon House Road pavement as well as items being dumped direct on pavement. This prominent location in the DPCA must not be used for this purpose; apart from forming an obstruction it causes visual harm. Could officer contact Environmental Health team to instruct removal. Ensure location of such storage is defined on the plans. Correct annotation is crucial for enforcement.

**Street numbering:** The applicant should be made aware that the correct street number or number and name must be displayed permanently on the premises in accordance with regulations made under Section 12 of the London Building (Amendments) Act 1939. The premises name displayed as '312' on No 155 and as displayed on the Gordon House Road elevation as part of the advertisement sign is therefore harmful to clarity and provides conflicting information.