



As part of the Historic England funded High Streets Heritage Action Zone, Heritage Potential were appointed by Haringey Council to provide planning and heritage advice on a series of conservation area enhancement projects in Bruce Grove. The project seeks to improve the understanding of the history of the area, reinforcing the community's sense of place, and providing opportunities for heritage led enhancement that can be adopted by commercial and residential owners alike.

The project has included the creation of a Conservation Area Design Guide that is nearing adoption. We also prepared and submitted planning and listed building consent applications for shopfronts, forecourts, and upper floor level enhancements within the Bruce Grove Conservation Area. Notably, this has included works to restore a landmark Art Deco church, refurbishment of a local youth centre, and façade enhancements to a row of listed Georgian villas.

Using our multidisciplinary expertise to understand the policy and political landscape of the area, and gather robust archival information we provided a sound knowledge base with which to guide each interrelated, yet distinct project. We worked closely with various Local Authority departments including Planning, Conservation, Highways and Regeneration to ensure that conservation benefits could be delivered in line with wider Council and London Plan objectives.

Much of the work was directly related to the completed Design Guide and represents the practical application of its content. Indeed, contributing to such documents and then working on their implementation has been essential to providing a deeper understanding of their impact, particularly on mixed business, commercial and residential areas that have suffered from long term neglect and underinvestment.

- Preparation of a Conservation Area Design Guide
- The submission of various Listed Building and Planning Applications
- General advice to the Council on heritage matters

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