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WALSINGHAM PLANNING

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Planning, Design and Access Statement

Improvement works to external terrace, including erection of screening along south-eastern perimeter, 2 x awning, planters along north-western boundary, balustrades, ramp, external lighting, festoon lighting and poles. (retrospective)

Premier Inn London Hampstead, 215 Haverstock Hill,
London, NW3 4RB

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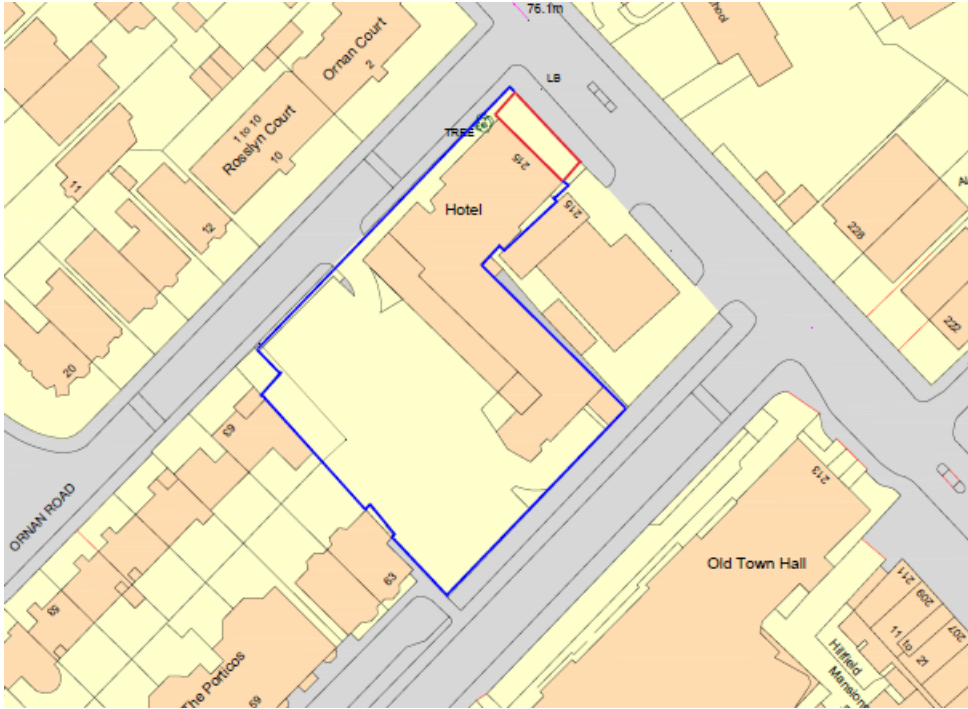
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I INTRODUCTION

- I.1 Walsingham Planning has been instructed by Whitbread PLC to submit a planning application at the Premier Inn London Hampstead, for improvement works to the front external terrace, including erection of screening along south-eastern perimeter, awning, erection of planters along north-western boundary, balustrades, an access ramp, external lighting, and festoon lighting and poles (retrospective).
- I.2 This Statement will describe the site and surroundings and assess the proposals against relevant planning policy and the National Planning Policy Framework. It is intended that this Statement is read alongside the following documents and drawings:
- Application Form
 - Drawing No. 115 – Block Plan
 - Drawing No. 111B Location Plan
 - Drawing No. 101R – Proposed GA
 - Drawing No. 524D – Terrace & Balustrade Details
 - Drawing No. 527 – External Plans & Elevations (Existing and Proposed)
 - Indicative photo document
- I.3 It is concluded that the proposed works would protect the character and appearance of the site and surrounding area and would protect the amenities of the surrounding residents. Furthermore, the development would allow the business to expand and adapt, which would, in turn, result in additional investment in the local and visitor economy.
- I.4 The proposals would comply with Development Plan policies and within the NPPF, such that permission should be granted for the works.

2 SITE AND SURROUNDINGS

- 2.1 The application site comprises an existing external terrace to the front of the London Hampstead Premier Inn Hotel and associated restaurant 'Thyme', located on the south-west side of Haverstock Hill within the London Borough of Camden.
- 2.2 There is an existing raised terrace to the front of the restaurant, which steps down directly onto the pavement. This has previously held temporary tables and chairs and ornamental trees, planters and balustrades.
- 2.3 Directly to the front of the hotel and to the south-east of the terrace is a bp petrol station which fronts the highway. To the rear of the hotel is associated car parking.
- 2.4 The site is not listed nor within a Conservation Area. It does however lie within the setting of the Fitzjohns Netherhall Conservation Area and the Belsize Park Conservation Area. To the south-east of the site is the Grade II listed Hampstead Town Hall.
- 2.5 The surrounding area comprises a mix of uses, including other commercial businesses and residential properties. Directly opposite the site is a primary school, beyond which is the Royal Free Hospital.
- 2.6 The site is well served by public transport, with a PTAL rating of 5 (0 being the worst and 6b being the best). Belsize Park Underground Station is located approximately 200m to the south-east of the site, and the nearest bus stop, approximately 45m to the north, along Haverstock Hill.
- 2.7 The site lies within Flood Zone I and an area with a very low risk of surface water flooding.



Site Location (KEANE)

3 PROPOSAL

- 3.1 This application seeks permission for improvement works to the existing terrace to the front of the hotel and restaurant, fronting onto Haverstock Hill. The terrace is existing and utilised in association with the hotel and restaurant, and therefore the works would not result in any intensification in the use of the site.
- 3.2 The proposals seek improvements to the external seating area as shown on the submitted drawings and described as follows:
- Erection of two retractable awnings to both sides of the restaurant entrance, finished in a dark grey colour with signage on valance.
 - Erection of a timber fence/screen along the south-east boundary of the terrace with artificial green wall at higher level. This will contain bird boxes and fairy lights.
 - Erection of festoon lighting and black timber posts around perimeter of terrace.
 - Provision of three planters with landscaping along north-west boundary of terrace.
 - Provision of new access ramp to raised terrace with stained timber handrail to match balustrade.
 - Existing access steps to terrace to be reconfigured to comply with building regulations, with stained timber handrail to match balustrade.
 - Two new wall lights proposed either side of entrance door.
- 3.3 Non fixed furniture such as ornamental planting and tables and chairs are shown on the submitted drawings for transparency, but do not require planning permission.
- 3.4 A separate application will be submitted for associated signage.

4 PLANNING HISTORY

4.1 The Council's website details the planning history of the site as follows:

- 2007/4738/A - The display of 1x internally illuminated sign above the car park entrance at ground floor level on the Ornan Road elevation and 2x high level internally illuminated signs on the tower facing Haverstock Hill in association with the existing hotel use. Part granted/refused 16/11/2007
- 2007/0123/P - Erection of electricity substation at southern end of existing hotel car park, adjacent to the boundary with Belsize Avenue. Granted 26/03/2007
- 2006/4438/A - Display of one non-illuminated projecting sign on the existing steel frame to the front of the restaurant. Granted 22/11/2006

4.2 There is therefore no planning history relevant to the proposal.

5 PLANNING POLICY

5.1 This section of the Statement sets out the relevant planning policies at local and national level, as well as any other documents that are relevant to the proposal.

5.2 In this case, the Development Plan comprises of the Camden Local Plan 2017 and the London Plan 2021.

Camden Local Plan

5.3 Policy EI relates to economic development, and states that the Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses.

5.4 Policy E3 relates to tourism, stating that the Council recognises the importance of the visitor economy in Camden and will support tourism and visitor development.

5.5 Policy AI seeks to protect the quality of life for occupiers and neighbours, and states that planning permission will not be granted for development that causes unacceptable harm to amenity.

5.6 Policy A4 seeks to ensure that noise and vibration is controlled and managed.

5.7 Policy DI seeks to secure high quality design in development. It is required that development respects local context and character, preserves or enhances the historic environment, is sustainable in design and construction, details and materials are of high quality design, integrates well with surrounding streets and open spaces, is inclusive and accessible, promotes health, is designed to minimise crime, responds to natural features and preserves open space, incorporates high quality landscape design, incorporates outdoor amenity space, and preserves strategic and local views.

5.8 Policy D2 states that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including Conservation Areas and listed buildings.

London Plan 2021

5.9 Policy D4 relates to delivering good design, stating that design and access statements submitted with applications should demonstrate the proposal meets with design requirements.

- 5.10 Policy D5 relates to inclusive design and requires development proposals to achieve the highest standards of accessible and inclusive design.
- 5.11 Policy D14 relates to noise, and states that development proposals should avoid significant adverse noise impacts on health and quality of life.
- 5.12 Policy E10 relates to London's visitor economy, and states that the visitor economy and associated employment should be strengthened by enhancing and extending its attractions, inclusive access, legibility, visitor experience and managements and supporting infrastructure.
- 5.13 Policy HCI states that development proposals affecting heritage assets and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings.

National Planning Policy Framework (NPPF) 2023

- 5.14 The National Planning Policy Framework (NPPF) was first published in March 2012 with the aim of making the planning system less complex and more accessible. A revised version of the NPPF (NPPF 2) was published in July 2018 and minor amendments were incorporated in February 2019, July 2021 and September 2023. NPPF 2 is supplemented by the (ever evolving) Planning Practice Guidance (NPPG), first published in March 2014. These replace the much more detailed policy and guidance contained in the suite of Planning Policy Statement documents and elsewhere.
- 5.15 Section 2 of the NPPF puts emphasis on the importance of sustainable development. There are three dimensions to sustainable development: economic social and environmental. The economic role includes supporting a strong, responsive and competitive economy. The social role includes supporting strong, vibrant and healthy communities by fostering well designed, safe and accessible spaces. The environmental role includes protecting the built and historic environment.
- 5.16 Paragraph 10 confirms that the presumption in favour of sustainable development is at the heart of the Framework in order to ensure that sustainable development is pursued in a positive way.
- 5.17 Section 6 promotes building a strong, competitive economy, and paragraph 81 states that planning policies and decisions should help create the conditions in which businesses can

invest, expand and adapt and that significant weight should be placed on the need to support economic growth and productivity.

- 5.18 Section 8 promotes the development of healthy and safe communities. Paragraph 92 states that planning decisions should aim to achieve healthy, inclusive, and safe places which [inter alia] promote social interaction and are safe and accessible.
- 5.19 Section 12 seeks to achieve well-designed places, stating that good design is a key aspect of sustainable development and that policies and decisions should create places that are safe, inclusive and accessible, and provide a high standard of amenity for existing and future users.

6 ASSESSMENT

- 6.1 The proposals are in accordance with the recently amended NPPF. The NPPF sets out the Government's intention for the planning system to contribute to the achievement of sustainable development, performing an economic, social and environmental role. Paragraph 11 states the presumption in favour of sustainable development which means that LPAs should approve sustainable development proposals that accord with the Development Plan without delay.

Principle of Development

- 6.2 Planning Permission is sought for improvement works to the external terrace associated with Thyme restaurant and the attached Premier Inn Hotel in Hampstead. The proposed works are outlined in detail in section 3 of this statement.
- 6.3 These represent modest, but nonetheless important improvements to the customer offer at the hotel and restaurant, which will, in turn, benefit the local economy. Proposals which enhance the outdoor seating experience for customers have become even more vital following the Covid pandemic.
- 6.4 The NPPF at section 6 promotes building a strong, competitive economy, and places significant weight on the need to support economic growth and productivity, and to allow businesses to invest, expand and adapt. The proposed works would enhance the customer offer on the site, and improve the existing, tired front terrace, which, given its visibility, is an important part of the premises to attract customers to utilise the business.
- 6.5 The improvement works would create a more contemporary, inviting, external seating area, which would, in turn, benefit the business, alongside the local and visitor economy, in accordance with policies E1 and E3 of the Camden Local Plan, policy E10 of the London Plan and guidance within the NPPF.

Design and Visual Impact

- 6.6 Drawing No. 524D details the proposed works in full, as does section 3 of this statement.
- 6.7 At present, the terrace is only accessible externally via steps from the pavement. The proposed access ramp would address this, and enhance the accessibility of the site, and would confirm with all building regulation requirements.

- 6.8 The proposed timber screen would be located along the south-east boundary of the terrace, and would screen the adjacent petrol station, providing a degree of separation between these two uses. This would include an artificial green wall, including bird boxes and fairy light, to create a more inviting terrace edge for customers.
- 6.9 Two separate awnings are proposed projecting off the front elevation of the building to provide shade and shelter to the terrace. This is to be dark grey in colour and feature signage on the valance. Historically there have been jumbrellas on the terrace, and therefore the proposed awning would not appear visually dissimilar.
- 6.10 A 1.1m black balustrade is proposed along the front boundary of the terrace, with 2.4m high timber posts at intervals which will be stained black to match the balustrade, which will support festoon lighting along the perimeter. This would provide a clear distinction between the public pavement and restaurants terrace,
- 6.11 3 new planters are proposed along the north-west perimeter of the terrace, which would be constructed in a similar material to the proposed timber screen. Timber posts painted in black would feature between each of the planters supporting festoon lighting. Again, this would provide a screen between the adjacent public highway and the terrace and would provide a more attractive outlook for customers.
- 6.12 The proposed seating and ornamental landscaping would all be fully moveable and therefore planning permission is not required for these elements, however they are shown on the proposed plans for clarity.
- 6.13 Overall, the proposed works would be viewed in the context of the existing hotel and restaurant and would enhance the appearance of the terrace when viewed from the public realm. The screening and balustrades marking the boundary would clearly delineate the terrace from other surrounding uses and would screen the petrol station and adjacent highways from customers utilising the area.
- 6.14 The proposal therefore complies with policy D1 of the Camden Local Plan, policies D4 and D5 of the London Plan and guidance within the NPPF.

Impact upon Heritage Assets

- 6.15 The application site is not listed, nor is it located within a Conservation Area. The site does however, lie within the setting of the Fitzjohns Netherhall Conservation Area and the Belsize Park Conservation Area, and the setting of the Grade II listed Hampstead Town Hall.
- 6.16 At present and historically, the terrace has housed temporary outdoor furniture, including tables and chairs, umbrellas, balustrades and ornamental planting, which has varied over time. Permission is sought to upgrade this space and provide a degree of separation between the terrace and neighbouring land uses.
- 6.17 The improvement works would be viewed in relation with the existing restaurant and hotel. The site is separated from the Grade II listed Hampstead Town Hall by the existing petrol station, and therefore would have no harm to the setting of this building.
- 6.18 It is considered the proposed works would enhance the visual appearance of the site when viewed from Haverstock Hill and the adjacent Conservation Areas through improvement works to the existing, tired terrace.
- 6.19 Overall, there will be no harm to the settings of the designated heritage assets as a result of the works sought and therefore in accordance with D2 of the Camden Local Plan, HCI of the London Plan and guidance within the NPPF.

Impact upon Residential Amenity

- 6.20 The site is surrounded by a mix of uses, including residential properties, the closest being to the north-west of the terrace. As mentioned previously, the terrace is existing and has historically been used for outdoor dining for customers at Thyme restaurant. The use of the terrace will not change as a result of the works and therefore there would be no additional impact in respect of noise.
- 6.21 In respect of the physical works proposed, given the scale of the works proposed and distance from neighbouring properties, there would be no harmful impact to the residential amenity of nearby residents in respect of loss of light, outlook or privacy.
- 6.22 The proposed lighting would include fairy lights and festoon lighting strung throughout the terrace, with two new external lights on either side of the restaurant entrance. The lighting would not face onto neighbouring residential properties and would be switched off after 11pm when the terrace closes.

- 6.23 The proposal would therefore protect the amenity of neighbouring residents, in accordance with A1 and A4 of the Camden Local Plan, policy D14 of the London Plan and guidance in the NPPF.

Other matters

- 6.24 The application site is an existing terrace associated with the hotel and restaurant, and therefore would not result in any intensification in the use of the site.
- 6.25 There would be no change to existing vehicular access arrangements, nor the requirement for any additional car or bicycle parking.
- 6.26 There is a tree adjacent to the hotel and terrace, situated on Ornan Road. Given the terrace is existing and no works would extend beyond the existing confines of the terrace, there would be no detrimental impact to this tree as a result of the works.

7 CONCLUSION

- 7.1 This application seeks planning permission for improvements and upgrade works to the external, front terrace associated with the Thyme restaurant at the Premier Inn London Hampstead hotel. The terrace is existing and is associated with the hotel and restaurant, and therefore the works would not result in any intensification in the use of the site.
- 7.2 The proposals represent a modest, but nonetheless important improvement to the customer offer at the site, which would allow the business not only to adapt to changing customer trends, but also allow additional investment in the local and visitor economy.
- 7.3 The proposals have been carefully designed to ensure a high-quality, contemporary result, which would respect the character of the site and surrounding area. There would be no harm to the setting of adjacent heritage assets as a result.
- 7.4 There would be no harm to neighbouring properties as a result of the works, and no material impact upon the highway, adjacent trees, and no change of use would occur.
- 7.5 It is therefore considered that the proposals would accord with the Development Plan, such that planning permission should be granted.