

# PLANNING STATEMENT & HERITAGE STATEMENT

## DEMOLITION / REMOVAL OF THE EXISTING SHOP FRONT AND PROPOSED UPGRADE WITH NEW SHOP FRONT AND SIGNAGE

35 SOUTH END ROAD,  
HAMPTSEAD HEATH  
LONDON NW3 2PY

HAMPSTEAD HEALTH PHARMACY,  
TRAVEL HEALTH & VACCINATION CLINIC

REF. 834-SER-PHS (-)



Architectural Vistadesigns Ltd

118 Paddock Way Hinckley, Leicestershire LE10 0BZ  
[www.architecturalvistadesigns.co.uk](http://www.architecturalvistadesigns.co.uk)

# CONTENTS:

|     |                        |         |
|-----|------------------------|---------|
| 1.0 | Introduction & Purpose | 3       |
| 2.0 | Planning Guides        | 3       |
| 3.0 | Site Assessment        | 4 - 6   |
| 4.0 | Site Location Plan     | 7       |
| 5.0 | Design                 | 8 - 11  |
| 6.0 | Heritage Statement     | 11 - 12 |
| 7.0 | Conclusion             | 12      |

# 1.0 INTRODUCTION & PURPOSE

- 1.1 The Planning Statement is to support the submission for a Full Plans application within a Conservation area for the Demolition and Removal of the existing Shop Front and Proposed upgrade with a new Shop Front at No. 35 South End Road, Hampstead Heath, London.

## 2.0 PLANNING GUIDES

- 2.1 The main relevant policies to be considered alongside national policies and guidance are as follows:

Camden Local Plan (2017)  
Camden Planning Guidance – Town Centres and Retail (January 2021)  
Camden Planning Guidance – Design (January 2021)  
Camden Conservation Area Statement – Hampstead  
National Planning Policy Framework (NPPF) (2019)

## 3.0 SITE ASSESSMENT

- 3.1 The site is located more towards the southern part of South End Road near to South End Green.

The existing building is currently being used as a Pharmacy providing a service to support the local community.

The application site sits amongst other retail businesses.

The existing shop front consists of a black frame supporting the glazing with existing black painted piers either side of the shop opening and a black painted stall riser.



Fig. 1 – 35 South End Road





Fig. 2 – 35 South End Road



Fig. 3 – South End Road (View South)



Fig. 4 – South End Road (View North)



# 4.0 SITE LOCATION PLAN



Fig. 5 Location Plan

## 5.0 DESIGN

### 5.1 The proposal is to upgrade the existing Shop Front.

The proposed materials will be constructed of Aluminum with new glazing and designed to be in keeping with other Traditional Shop Fronts to respect the Conservation area and immediate surroundings.

The Shop front will be finished in anthracite RAL 7016 finish.

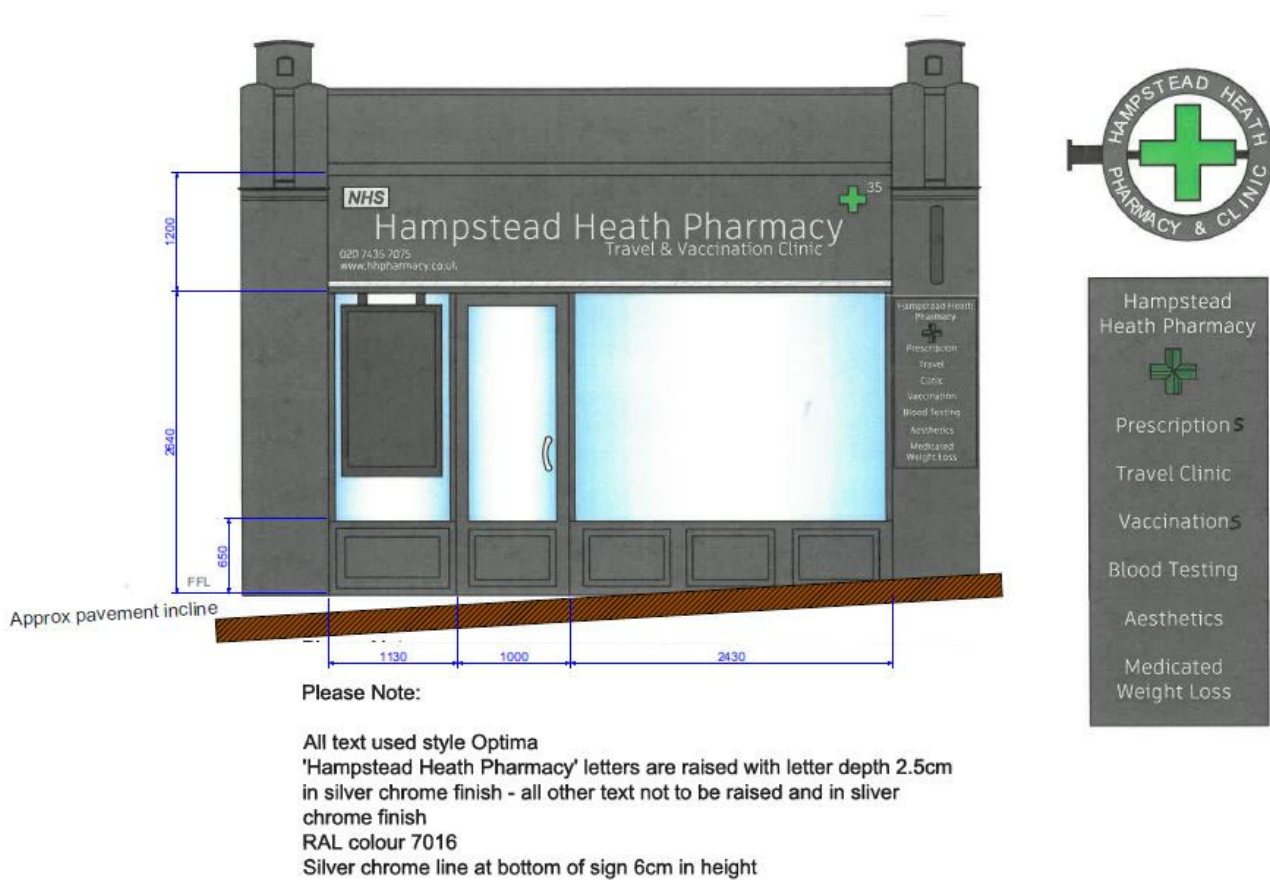


Fig. 6 Shop Front Design



## 5.2 Proposed Shop front works and Specification:

1. Remove existing internal window beds and make-good floor.
2. To manufacture and install powder coated aluminium framed shopfront comprising 100x45mm box section with laminated glazing, single hinged door and concealed overhead closer.
3. Door and screens to have solid panels with square mouldings to stall riser 650mm high.
4. Supply and install electrically operated external tube-and-link security shutter concealed behind fascia sign and guides fixed to brick pilasters, RAL colour to match shop front.
5. Make good and decorate above fascia sign, or panel with marine ply / external grade MDF and decorate as RAL7016.
6. Stud and panel with marine ply / external grade MDF sub-fascia to accept new fascia sign, sealed around edges and joints.
7. Manufacture new decorative right-hand timber corbel to match existing and decorate. Pilasters, step, corbels and sub-fascia. All prepared and painted to match RAL7016 as new aluminium shopfront.

## 5.3 Proposed Signage Specification:

### Front Fascia Sign

1. Fascia Approx 4600 x 1200 x 50mm, constructed as a folded aluminium sign panel in 2 parts finished RAL 7016 semi gloss.
2. 'Hampstead Heath Pharmacy' letters hand built Mirror polished 304 Grade stainless steel approx 215mm Cap height and 25mm deep return. Fitted flush to panel.
3. 'Travel & Vaccination Clinic' Phone number & website & 35 cut from 1mm Mirror polished 304 Grade stainless steel and bonded flat to panel. NHS and Green cross applied as a coloured vinyl directly to panel.
4. Mirror polished 304 Grade stainless steel line to span the length of the fascia at 60mm high. Bonded to front of panel only along the bottom edge.
5. All illuminated from above via an LED trough light spanning full length of fascia. Cool White illumination. Trough light finished Dark Grey RAL 7016.



Fig. 7 Shop Front Sign

## Projecting sign Cross

1. Internally Illuminated.
2. 800mm diameter x 150mm depth projecting sign - consisting of built up rim and return painted Dark Grey face and 5mm Opal acrylic inserts. Internally illuminated with white LED modules. Inner cross double sided from 2mm aluminium rim and return finished to correct colour spec. 5mm opal face panel with vinyl applied.
3. Projecting Sign bracket and frame to be finished to match fascia. Internally illuminated using cool white LED's. Lettering - around the ring to illuminate. Reading 'Hampstead Heath Pharmacy & Clinic' on both sides.



Fig. 8 Projecting Sign

## Menu sign Panel

Aluminium folded panel 450 x 1200 x 40mm  
finished Dark Grey RAL 7016.  
All detail applied in self coloured vinyls.

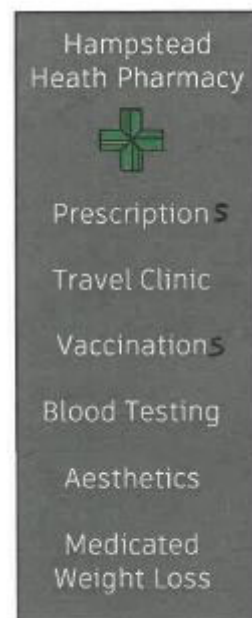


Fig. 9 Menu Sign Panel

## Security

1No. CCTV camera to be fitted externally on pilaster as shown on elevations submitted with application.

## 6.0 HERITAGE STATEMENT

### 6.1 The site falls within the Conservation Area of Hampstead.

Camden has a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate as conservation areas any “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance

Hampstead sits on the sand and pebble-capped hills that extend across this part of North London from Finchley Road to Highgate and are visible from parts of central London. The Conservation Area spans the heights of the hill and rises to Whitestone Pond at 135m above sea level. It also falls to 60m at South End Green. The topography is at the heart of the townscape.

The application site falls within sub zone 3: Willoughby Road / Downshire Hill.

The sub area is comprised of five character zones:

1. Willouby Road
2. Downshire Hill
3. Willow Road / South End Road
4. Hampstead Hill Gardens
5. Pond Street

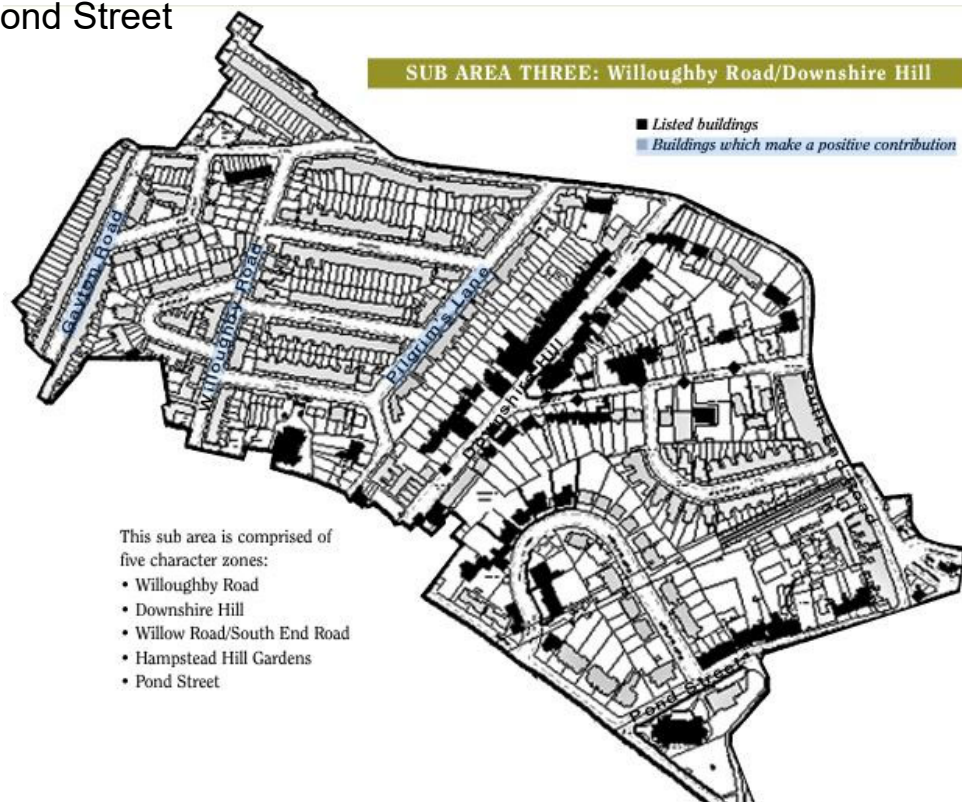


Fig. 10 Conservation Map

The application site is not a Listed Building and the site does not adjoin or in a close vicinity of any other Listed Buildings.

Fig 10 on page 11 identifies the locations of all Listed Buildings as hatched in black.

The proposed upgrade of the Shop Front should be seen as a positive contribution and within keeping of the Conservation Area and Hampstead as a whole.

The proposals would have no impact on the Conservation area and surrounding built environment.

No Heritage Assets or Listed Buildings would be impacted by the proposals.

## 7.0 CONCLUSION

- 7.1 As outlined above the proposals have no impact on the surrounding area and more importantly Hampstead Conservation Area, and should be seen as a positive contribution in maintaining the appearance of the Historic area.
- 7.2 We therefore request that Planning Permission should be formally granted.





## Architectural Vistadesigns Ltd

118 Paddock Way  
Hinckley, Leicestershire LE10 0BZ  
[www.architecturalvistadesigns.co.uk](http://www.architecturalvistadesigns.co.uk) | M 085 458 2584 | T 01455 698 839