

Delegated Report		Analysis sheet		Expiry Date:		27/03/2012	
		N/A / attached		Consultation Expiry Date:		08/03/2012	
Officer				Application Number(s)			
Rob Tulloch				2012/0029/P			
Application Address				Drawing Numbers			
KINGSWELL 58 HEATH STREET LONDON NW3 1EN				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Minor material amendment to planning permission (2011/4760/P) dated 02/11/2011 (for the installation of a new shopfront at ground floor level (Class A3)) as a variation of Condition 3 (The development hereby permitted shall be carried out in accordance with the following approved plans) involving alterations to the shopfront.							
Recommendation(s):		Grant Variation or of Condition 3					
Application Type:		Variation of Condition					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	10	No. of responses	00	No. of objections	00
Summary of consultation responses:		Press advert 16/02/2012 – 08/03/2012 Site notice 08/02/2012 – 29/02/2012 No responses received					
CAAC/Local group comments:		Hampstead CAAC raise no objection.					
Site Description							
The application site is a retail unit that forms part of the Kingswell Centre, a 1970's mixed use development comprising shop units on the ground and first floors with residential above. The site occupies a prominent location north of Hampstead Underground Station. The building is clad in white render with a continuous band of aluminium framed glazing at ground and first floors that wraps around the contours of the building. The site lies within the Hampstead Conservation Area and the Hampstead Town Centre.							
Relevant History							
2011/4760/P The installation of a new shopfront at ground floor level (Class A3) Granted 02/11/2011 2011/4805/A Display of externally illuminated signage at fascia level and two menu boxes. Granted 02/11/2011							
Relevant policies							
LDF Core Strategy and Development Policies							
CS5 Managing the impact of growth and development CS14 Promoting high quality places and conserving our heritage DP24 Securing high quality design DP25 Conserving Camden's heritage DP26 Managing the impact of development on occupiers and neighbours							

**Camden Planning Guidance 2011
Hampstead Conservation Area Statement**

Assessment

1 Proposal

- 1.1 The proposal is for an amendment to an approved shopfront. The main issues are:
- design
 - amenity
 - signage

2 Design

- 2.1 The Kingswell Centre is characterised by its horizontal bands of glazing which are uniformly subdivided. There have been some minor alterations to various units, but the original design remains largely unaltered. The application site occupies the central recess of the main elevation on Heath Street with two pairs of white framed double doors and louvres to each side.
- 2.2 The approved scheme retained the louvres and one pair of double doors, with the remaining shopfront subdivided by aluminium mullions similar to the subdivision above and elsewhere on the building. The framing was black powder coated aluminium which although darker than some of the brown and grey framing elsewhere reflected the building's overall monochrome appearance and is the same material used elsewhere in the centre.
- 2.3 The amended scheme replaces the double doors to the left hand side with a single door to the right hand side, one set of louvers would be lost, and the fascia would change from white to black. The restaurant had previously had a purple shopfront. The amended design would retain the vertical emphasis of the shopfront and relate to the colour scheme of the host building. Therefore, the amended shopfront is still considered to comply with Camden Planning Guidance which recommends that shopfront alterations respect the detailed design, materials, colour and architectural features of the shopfront and building itself.
- 2.4 As such the proposal is not considered to harm the character or appearance of host building, street scene or conservation area and would comply with policies CS14, DP24, DP25 and DP30 of the LDF and Camden Planning Guidance.

3 Amenity

- 3.1 The single door would have an opening of 1.1 m with an internal door of similar width, both in excess of the 775mm recommended by Camden Planning Guidance for accessibility.
- 3.2 The proposal is not considered to harm the amenity of any adjoining occupiers and would therefore comply with policies CS5, DP26 and DP29 of the LDF and Camden Planning Guidance.

4 Advert

- 4.1 Consent was granted for externally illuminated signage. The proposed plans show the same signage, but internally illuminated. This would require express consent and an informative will notify the applicant of this.

5 Recommendation: Grant Variation of Condition 3

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444