

17 June 2015
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SUBMITTED VIA THE PLANNING PORTAL: PP-04247574

Dear Sir or Madam

**SECTION 62 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
MINOR ALTERATIONS TO EXISTING SHOPFRONT
57 SOUTH END ROAD, HAMPSTEAD, LONDON, NW3 2QB
SAVILLS (UK) LIMITED**

PLANNING PORTAL REF: PP-04247574

We write to apply for planning permission for the minor physical alterations to the existing shopfront at 57 South End Road in Hampstead.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2010 (as amended), the application comprises the following documents:

- This covering letter;
- The completed application forms;
- Drawing Ref: 558 00.4 – 'Location Plan';
- Drawing Ref: 558 00.3 Rev C – 'Existing Shop-front';
- Drawing Ref: 558 03.3 – 'Proposed Shop-front'; and
- CIL Questions.

The application has been submitted via the Planning Portal (Ref: PP-04247574) and therefore a cheque, made payable to 'Camden Council', for £195.00 has been submitted separately by post.

The Application Site and Relevant Planning History

The application site comprises 57 South End Road in Hampstead. The site is located within a Conservation Area, but the building is not listed.

The unit measures approximately 172 sq. m (GIA) and is currently vacant following the cessation of the previous operator. It is proposed that a pet shop selling dog related items with an ancillary dog grooming salon will occupy the unit.

On 9 June 2015, a Certificate was granted, confirming that a dog grooming facility is ancillary to the main retail use of the unit and therefore does not require planning permission (Ref: 2015/0882/P).

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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Registered office: 33 Margaret Street, London, W1G 0JD



The Proposal

The proposal involves minor alterations to the shopfront of the unit at the application site. The proposed alterations to the shopfronts are necessary in order for the incoming retailer to operate.

The proposed alterations to the shopfronts at the application site are illustrated on Drawing Ref: 558 03.3 – 'Proposed Shop-front'. The key features are as follows:

- Two powdercoated ventilation grills measuring 1200mm x 150mm will be located at the bottom of the shopfronts, beneath the existing glazing. These will be coloured RAL 8019 Grey Brown in Satin Sheen to match in with the colour of the rest of the shopfront;
- Four ventilation grills measuring 1015mm x 300mm will be located above the glazing on the shopfronts. These will also be coloured RAL 8019 Grey Brown in Satin Sheen to match in with the colour of the rest of the shopfront; and
- There will be a new section of glazing located above the existing glazing on both windows. The additional glazing will have frosted vinyl applied internally.

Consideration

The proposed alterations to the shopfronts are required in order to accommodate the incoming retailer. It forms part of the wider refurbishment and fit-out of the unit and will provide an attractive front elevation, as shown on Drawing Ref: 558 03.3 – 'Proposed Shop-front'.

The proposed changes are a positive change to the existing shopfronts and are in keeping with the wider area and are therefore not contentious in any way.

Summary and Conclusion

This application seeks planning permission for minor physical alterations to the existing shopfront at 57 South End Road in Hampstead. The proposed alterations to the shopfronts are required in order to accommodate the incoming retailer. The proposal is not contentious in any way.

In light of the above, we respectfully request that planning permission is granted for the minor physical alterations to the existing shopfront at 57 South End Road in Hampstead.

We trust the details included within this submission provide you with sufficient information to register and consider the application. Should you require any clarification or additional information, please do not hesitate to contact either Phil Marsden or Clara Blagden at these offices.

Yours faithfully

A handwritten signature in black ink, appearing to read "Savills", written in a cursive style.

Savills (UK) Limited
Retail Planning

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