

11 June 2018

VIA PLANNING PORTAL

Development Management
Camden Council
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ



Rhys Govier
E: rgovier@savills.com
DL: +44 (0) 29 2036 8907

2 Kingsway
Cardiff, CF10 3FD
T: +44 (0) 29 2 0368 9000
savills.com

Dear Sir / Madam,

FULL PLANNING APPLICATION FOR ALTERATIONS TO SHOPFRONT AND ASSOCIATED WORKS

219 FINCHLEY ROAD, LONDON, NW3 6LP

PLANNING PORTAL REF. PP-07017301

On behalf of our client, Carebrook Ltd, Savills is instructed to submit a full planning application for alterations to the shopfront and associated works at 219 Finchley Road, London, NW3 6LP ("the site").

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Various drawings:
 - TD18-PM93-PLS1.1 (Existing Layout);
 - TD18-PM93-PL02.1 (Existing Shopfront);
 - TD18-PM93-PL02.3 Rev A (Existing & Proposed Typical Shopfront Section);
 - TD18-PM93-PL01.1 Rev A (Proposed Layout); and
 - TD18-PM93-PL02.2 Rev A (Proposed Shopfront Option B).
- CIL Form.

A BACS payment for £234 to cover the application fee will be made given this submission via the Planning Portal.

Proposals

Full planning permission is sought for alterations to shopfront and associated works to deliver comprehensive improvements to the elevation fronting Canfield Avenue to form a single shopfront and enable the amalgamation of the commercial units behind to facilitate the beneficial occupation as a Pret A Manger ("Pret") sandwich shop. Detailed drawings of the proposed works form part of this application but, in summary, the works relate to installing new timber shopfront windows and doors; making good, repairing and repainting columns; restoring original column details; removing existing security shutters (and boxings), removing over-sized fascias; making good stone work and installation of replacement signage.

The consequential internal alterations do not require the benefit of planning permission by virtue of Section 55(2) of the Town and Country Planning Act 1990 (as amended).

A separate application to secure express advertisement consent is also being progressed.

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

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD



Planning Policy Overview

The National Planning Policy Framework (“NPPF”) (March 2012) provides general advice alongside the presumption in favour of sustainable development. Paragraph 19 notes that planning should act to encourage and not act as an impediment to sustainable growth. Paragraph 57 expresses the importance to plan positively for the achievement of high quality and inclusive design for all development and to establish a strong sense of place, using streetscape and buildings to create attractive and comfortable places to live, work and visit.

Policy A1 (Managing the Impact of Development) of the Camden Local Plan (July 2017) identifies that the Council will seek to protect the quality of life of occupiers and neighbours and that development will be permitted unless unacceptable harm to amenity is caused.

Policy D1 (Design) promotes high quality design in development that respects local context, character and materials that complement the local character. The policy identifies multiple criteria to encourage such quality.

As the site falls within the South Hampstead Conservation Area, Policy D2 (Heritage) is also relevant. The policy notes that the Council will seek to preserve or enhance heritage assets, including conservation areas. It notes that the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. Relevant statements are discussed below.

Policy D3 (Shopfronts) seeks to ensure that a high standard of design is achieved in new and altered shopfronts. When determining proposals, the Council will consider, amongst other matters, the relationship between the shopfront and the upper floors of the building, as well as the general characteristics of shopfronts in the area. Paragraph 7.76 of the Camden Local Plan adds that if a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored.

The statutory development plan is supported by Supplementary Planning Guidance, known locally as Camden Planning Guidance (“CPG”). Chapter 7 of CPG: Design (March 2018) specifically relates to shopfronts and provides a range of detailed advice. Paragraph 7.1 notes that

“Well designed shopfronts increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. This is particularly important in town centres and the character and appearance of where conservation area and listed buildings.”

Paragraph 7.11 adds that

“Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself...” and that “[n]ew shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades.”

The site is not listed, but is identified as a ‘Positive Building’ within the South Hampstead Conservation Area. Unsurprisingly, the existing poor quality shopfronts are not identified as being historic shopfronts that survive in whole or in part in the South Hampstead Conservation Area Character Appraisal and Management Strategy (February 2011).

The Character Appraisal and Management Strategy also expressly notes, at paragraphs 7.17-18, that

“whilst a number of historic shop fronts do survive many are marred by unsightly strip fascias, cluttered signage and unconsidered shopfront design.”

These include:

- ...
- 2-8 Canfield Gardens and 219A-D Finchley Road

219A-D Finchley Road and 104-112 West End Lane are shops housed at ground floor level in the Finchley Road and West Hampstead tube stations respectively. Both these and the tube stations themselves would benefit from a holistic design approach being taken to remove unnecessary signs, posters and associated clutter, consider ways in which the surviving fabric can be upgraded and historic features reinstated where lost."

Assessment

Full planning permission is sought for alterations to shopfront and associated works to deliver comprehensive improvements to the elevation fronting Canfield Avenue to form a single shopfront and enable the amalgamation of the commercial units behind to facilitate the beneficial occupation as a Pret sandwich shop. Detailed drawings of the proposed works form part of this application but, in summary, the works relate to installing new timber shopfront windows and doors; making good, repairing and repainting columns; restoring original column details; removing existing security shutters (and boxings), removing over-sized fascias; making good stone work and installation of replacement signage.

The proposals relate to alterations to four existing but poorly designed and irregular shopfronts fronting Canfield Avenue. The existing shopfront appearance has been noted in the Character Appraisal and Management Strategy as being of poor quality and welcomes a holistic design approach to deliver improvements to this elevation. This application achieves just that.

The proposals would reintroduce symmetry, restore the shopfront and historic features, provide a consistent fascia band across the width of the shopfront, removing the unsightly and unduly deep and tall fascias that exist across the various units and provide improved access. The proposals are appropriate in terms of amount, scale, layout and access as they are in keeping with the appearance and character of the host building and wider street scene along Canfield Avenue. The shopfront alterations would clearly introduce detailed design, materials, colour and architectural features to the shopfront so that it is consistent with the design of the wider building, sensitively relating to the scale, proportions and architectural style of the building and surrounding facades.

The proposed shopfront design has been discussed at length with Transport for London (as the landlord) and their in-house Heritage Advisor who offers their full support for the proposals, noting the significant improvements that would arise through the works.

It is clear the proposals not only preserve, but would significantly enhance, both the character and appearance of the building, streetscene and wider South Hampstead Conservation Area, thereby satisfying Policies A1, D1, D2 and D3 of the Camden Local Plan as well as additional guidance contained within CPG: Design and the direction of improvements within the conservation area sought through the Character Appraisal and Management Strategy. It therefore follows that the proposals should be fully supported by the Local Planning Authority.

Summary

It is concluded that the works represent an exceptionally high standard of design according to the aforementioned policies of the Camden Local Plan, as well as the thrust of the NPPF and its presumption in favour of sustainable development.

The proposed works would not only preserve but notably enhance the character and appearance of the building, wider street scene and at an ideal level the South Hampstead Conservation Area, delivering improvements sought through the Character Appraisal and Management Strategy and would assist in the ensuring opportunities for beneficial occupation of existing poor quality commercial units through the



beneficial occupation as a Pret sandwich shop. It is therefore respectfully requested that the Local Planning Authority grants planning permission for the shopfront alterations and associated works without delay.

I look forward to receiving confirmation that the applications have been registered. I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,



Rhys Govier
Associate

Enc. As above