

Your Ref: PP-07280252
Our Ref: HPD/DSP/18/025
Date: 26 September 2018

Camden Council
Development Management
Camden Town Hall Extension
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Dear Sir/Madam,

RE: LOWER GROUND AND GROUND FLOOR, 68 HEATH STREET, LONDON, NW3 1DN

On behalf of our client, Skinsmiths, we are instructed to submit a Full Planning, Advertisement and Listed Building application in respect of the abovementioned property

Accordingly, please find enclosed the following documents which comprise in addition to this letter, the application:

- Duly completed Planning Application Form;
- Completed Certificate B and copy of Notice as served;
- Completed CIL Additional Information Form.
- Site Location Plan at scale 1:1,250 with the site edged in red;
- Existing Plan
- General Arrangement Plan
- Reflected Ceiling Plan
- Finishes Plan
- Power & Data Plan
- Existing External Elevations
- Proposed External Elevations
- Proposed Internal Elevations
- Signage Details
- Proposed External Primary Signage Details
- HVAC Arrangement Plan
- Acoustic Assessment
- Heritage Assessment

This application seeks planning permission for the installation of 1 no. external air conditioning condenser unit, advertisement consent for the display of 1 no. internally illuminated hanging sign (behind glazing), 5 no. non-illuminated vinyl window graphics, 1 no. externally illuminated projecting sign, and 1 no. free-standing a-board. Listed Building consent is sought for the above amendments, together with minor internal fit-out and refurbishment works.

PLANNING HISTORY

The change of use of the premises to Class D1 was secured by Skinsmiths in July 2018 (LPA Ref: 2018/2153/P).

SKINSMITHS

Skinsmiths are a skin enhancement clinic, established in 1994 in New Zealand (under brand name Caci). Skinsmiths embrace innovative treatments to improve skin health and well-being, whilst offering a range of membership treatment plans with staggered payment options, to ensure treatments are available for all.

Current membership packages include Skin Health, Anti-Wrinkle, and Laser Hair Removal. Skinsmiths Skincare products are also offered for retail sale.

Skinsmiths also launched the Confidence Project in 2016, identifying and supporting projects in the local community to help empower woman.

Individual Skinsmiths clinics generally consist of a Retail and Welcome Area at the front of any premises; with a Consultation Room, Waiting Room and Staff Room follow toward the rear of the clinic. Additionally, separate Treatment Rooms are available for use, equating to typically 40% of the total floorspace. All rooms and areas are essential for the delivery of high-quality skincare services within a safe, personal, welcoming and accessible environment.

THE APPLICATION PROPOSALS

This Planning, Advertisement and Listed Building application is being sought for the following works to the premises:

Proposed Works	Planning Permission	Advertisement Consent	Listed Building Consent
Installation of 1 no. Toshiba AOYG45LBT8 Air Conditioning Unit to external rear elevation	X		
Installation of 1 no. internally illuminated hanging sign behind glazing (1300mm x 230mm)		X	
Installation of 5 no. vinyl graphics applied to interior of glazing		X	
Installation of 1 no. externally-illuminated double sided projecting sign (440mm x 440mm)		X	
Provision of 1 no. non-illuminated freestanding A-Board (A1-Poster size)		X	
Installation of 1 no. Fujitsu UTZ-BD025(B)(C) Energy Recovery Ventilator (AHU) (internal)			X
Removing a group of large cabinets (including a door to the rear of the property) at the north-east of the ground floor			X
Removing a single cabinet unit in the south-west part of the main ground-floor space			X
Replacing an existing sink unit in a bathroom area on the ground floor			X
Removing the current door into a kitchen area in the basement			X
Removing and replacing a row of modern kitchen units within the basement kitchen			X
Replacing the carpeted floors with timber vinyl plank floor			X
Replacing internal ceiling and wall facings			X
Re-painting any elements which remain, such as doors			X
Adding partitions for 3 treatments rooms in the current main open plan room on the ground floor			X
Inserting a door between the rear of the main open plan room and the angled area to the north-east			X
Adding kitchen units and facilities in one of the larger basement rooms			X
Door to be repainted to match RAL 5004 Black Blue			X

Further details can be found on the accompanying drawings.

PLANNING POLICY

The National Planning Policy Framework (NPPF) was published on 25 July 2018 and sets out the Government's planning policies for sustainable development and positive growth. The Framework prescribes a 'presumption in favour' of sustainable development (Paragraph 11), and supports proposals that are in accordance with the policies of an up-to-date development plan.

The Government's approach to planning for town centres and main town centres uses is set out at Section 7 of the NPPF (Paragraphs 85 to 90). Paragraph 85 states that planning decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaption.

The NPPF recognises that a balance needs to be struck between the preservation of the significance of a heritage asset and delivering public benefit. With regard to designated assets, Paragraph 193 states that the more important the asset, the greater the weight should be on its conservation. Distinction is drawn between those assets of highest significance and those of a lesser significance.

The NPPF identifies harm as being either substantial or less than substantial. Paragraph 195 states that where the proposal would lead to substantial harm to the significance of a designated asset consent should be refused unless the harm or loss is necessary to achieve substantial public benefit that outweighs that harm. In cases where less than substantial harm to the significance of a designated asset is anticipated, Paragraph 196 requires that this harm should be weighed against the public benefits of the proposal

London Plan

In March 2016, the London Plan was consolidated to include Further Alterations to the London Plan (FALP) and Minor Alterations (MALP). The London Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031.

Notwithstanding the above, in December 2017, the Mayor published the draft New London Plan for public consultation. This document is to be given significant weight for decision making purposes in London.

Policy 7.4 – Local Character: states that developments should have regard to the form, function and structure of an area and should build on the positive elements that can contribute to establishing an enhanced character for the future function of an area.

Policy 7.8 – Heritage Assets and Archaeology: advises that development should identify value, conserve, restore, re-use and incorporate heritage assets, and should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

Local Planning Policy

The Local Development Framework for Camden comprises of the recently adopted 'Camden Local Plan (2017)' together with the Local Development Framework Policies Map (2016), and a number of Supplementary Planning Documents.

The Local Plan (2017) provides the vision, objectives and spatial policies to guide development in the Borough up to 2031, and sets out detailed planning policies to use for determining planning applications.

The Camden Policies Map (2016) identifies the site as part of the Secondary Shopping Frontage of Hampstead Town Centre, as well as being within the Hampstead Conservation Area.

We consider the following policies of the Local Plan (2017), relevant to this application:

- Policy A1 – Managing the Impact of Development
- Policy A4 – Noise and Vibration

- Policy D1 – Design
- Policy D2 – Heritage
- Policy D4 – Advertisements

COMPLIANCE WITH LOCAL PLAN POLICY

Design and Heritage Impact

The planning application proposes the installation of 1 no. external condenser unit, only. This unit will only be visible from the rear passage of the subject premises, and therefore will not have a detrimental impact on the character or appearance of the Streetscene.

Further detail in relation to Heritage Impact can be found in the accompanying Heritage Statement prepared by AB Heritage. This report concludes that the works proposed will not have a significant effect on the Listed Building, in accordance with Policy D2 of the Local Plan (2017).

Amenity

It is proposed to install 1 no. external air conditioning condenser unit within the rear courtyard of the subject property. The accompanying Noise Assessment prepared by KP Acoustics confirms that the installation of this unit will not give rise to any detrimental noise impact on the surrounding area, in accordance with Policy A4 of the Local Plan (2017).

Advertisements

In seeking to minimise any impact to the traditional façade of the premises, it is proposed to install the main signage as an internal hanging sign, positioned behind the glazing. The hanging sign will comprise of individual white lettering which is discreetly illuminated and attached to a frame trapeze suspended from the ceiling.

It is also proposed to install a replacement 'bus-stop' sign, which will project from the existing console bracket. The sign will be double-sided and externally illuminated, with dimensions of 440mm by 440mm. A blue/black bracket will hold the sign, and project 540mm from the front elevation. The bracket will contain a trough light with a lux level of 200 candelas per sq. m.

The new A-Board will be non-illuminated and moveable, with a folding Blue-Black frame to match the shopfront. When positioned adjacent to the shopfront, the A-Board will continue to allow the free-flow of pedestrians, by maintaining over 1m in pavement width.

The application of vinyl white graphics to the entrance door, fan light, and part of the shopfront have been strategically position so as to not block views into the premises. The use of individually cut letters of vinyl also allows light to penetrate through into the skincare clinic.

The application advertisements, by virtue of their size, scale, siting and amount are proportionate to the size and character of the existing shopfront, and will not result in a proliferation of signage to the detriment of the character and appearance of the building or the surrounding commercial area.

The advertisements will create a lively atmosphere of colour, variety and interest, and thus make a positive contribution to the visual environment and the Hampstead Conservation Area.

The illuminated signs are to be lit by discreet external LED lighting, to ensure that the means of illumination (no greater than 400 cd/m²), is not unduly visible and prominent.

Furthermore, it is considered that the graphics will not cause a distraction to pedestrians, cyclists or traffic, and thus highway safety. The advertisements contain a very simple text and logo, and as set out above, the signs

are illuminated at a low level to allow the advertisements to be read and easily assimilated, and to ensure that the proposals do not result in a detrimental impact to visual amenity and highway safety.

By virtue of the relationship between the unit and the street scene, the form of development within the surrounding area and the size, scale, and design of the advertisements, the proposals do not appear incongruous or unduly prominent, and therefore do not result in a detrimental visual impact on the character and appearance of the unit, nor on the surrounding area. It is therefore considered that the proposal complies with Policy D4 of the Local Plan (2017).

CONCLUSION

Skinsmiths would make a positive contribution to the commercial and community life of Hampstead by maintaining an appropriate mix of retail and community services within Hampstead Town Centre and by enhancing the active frontage of Heath Street. The proposed use would also contribute to social well-being, by improving the availability and choice of skin-care treatments in the Hampstead area.

The proposal is wholly in compliance with National planning policy and in accordance with the provisions of the Camden Local Plan (2017), and Planning Guidance Documents. As such, we conclude that the proposed works are entirely appropriate in planning policy terms.

We trust that you have sufficient information to determine this application but should you have any questions or queries in the meantime or require any further information, please do not hesitate to contact myself on 020 3725 3841.

Yours faithfully



Danielle St Pierre BSc (HONS) MRICS AssocRTPI
DIRECTOR