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VIA PLANNING PORTAL



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Dear Sir / Madam,

FULL PLANNING APPLICATION FOR REPLACEMENT SHOPFRONT, FLAT ROOF AND ASSOCIATED WORKS

37-39 SOUTH END ROAD, HAMPSTEAD, LONDON, NW3 2PY

PLANNING PORTAL REF. PP-07753062

On behalf of our client, Carebrook Ltd, Savills is instructed to submit a full planning application for replacement shopfront, flat roof and associated works at 37-39 South End Road, Hampstead, London, NW3 2PY ("the site").

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Various drawings:
 - TD19/PM103/PLS1.1 (Existing layout plan);
 - TD18/PM103/PLS1.2 Rev A (Existing roof plan planning);
 - TD19/PM103/PL02.1 (Existing shopfront planning);
 - TD19/PM103/PL01.1 (Proposed layout plan planning);
 - TD19/PM103/PL1.2 Rev A (Proposed roof plan planning); and
 - TD19/PM103/PL02.2 (Proposed shopfront planning).
- 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 the installation of a replacement shopfront, flat roof and associated works to deliver alterations necessary 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 primary works relate to the removal of the existing shopfront and flat roof, the installation of new shopfront (to include level access), the erection of a new flat roof and associated works.

Due to the poor structural condition of the unit these works are required as the existing shopfront and flat roof cannot be retained. The design and replacement is influenced by structural constraints owing the sites position over the railway line.

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.

Planning Policy Overview

National Planning Policy

The National Planning Policy Framework ("NPPF") (February 2019) provides general advice alongside the presumption in favour of sustainable development. It notes that planning should act to encourage and not act as an impediment to sustainable growth. Section 12 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.

Development Plan

The development plan for the site comprises the Camden Local Plan (July 2017) and the Hampstead Neighbourhood Plan (October 2018). The most pertinent policies from these documents are summarised in the following paragraphs.

Camden Local Plan (July 2017)

Policy A1 (Managing the Impact of Development) 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 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.

Hampstead Neighbourhood Plan (October 2018)

Policy DH1 (Design) sets out several high level design aspirations, encouraging developments to respect and enhance the character areas and local context.

Policy DH2 (Conservation areas and listed buildings) requires development within a conservation area to, amongst other matters, have regard to relevant guidelines and take advantage of opportunities to enhance the conservation area.

Supplementary Planning Documents

The development plan is also supported by Supplementary Planning Documents (or Guidance), known locally as Camden Planning Guidance (“CPG”). The most pertinent of these are referenced below.

CPG: Design (March 2019)

Chapter 6 specifically relates to shopfronts and provides a range of detailed advice. Paragraph 6.3 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 shops in conservation areas and listed buildings”.

Paragraph 6.14 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”.

CPG: Access for All (March 2019)

This document notes that *“the design of changes of use, alterations and extensions to existing buildings and spaces should take the opportunity to improve access for all”*. With particular regard to entrances of buildings, the SPG also includes a list of features which should be considered by applicants, including providing level thresholds and one entrance door that is accessible to all.

Other documents

Hampstead Conservation Area Statement (October 2002)

The site is not listed, but is identified within the Hampstead Conservation Area, and so is part of the Hampstead Conservation Area Statement (October 2002).

The Statement expressly notes, at page 33, that:

“The parade of shops winds along the west side of South End Road, some with ornate brickwork and gables, others plain. Nos.1-29 were built in the 1880s. The rest of the shopping parade dates from the late 1890s. With the exception of Nos. 23, 31, 45, the shop fronts are of very poor quality”.

Indeed, the site is not identified as having a shopfront of merit.

In respect of shopfronts, the document also notes:

“Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages... Shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that take note of the above and enhance the appearance of the Conservation Area.”

It is therefore acknowledged the existing shopfront is of “very poor quality”.

Assessment

Full planning permission is sought for the replacement shopfront, flat roof and associated works to deliver alterations necessary to facilitate the beneficial occupation as a Pret sandwich shop.

The existing shopfront appearance has been noted in the Hampstead Conversation Area Statement as being of "very poor quality" and welcomes a holistic design approach to deliver improvements to the western side of South End Road. This application achieves just that, with the replacement shopfront offering a significant improvement over the existing, delivering aesthetic improvements to the streetscene and introducing architectural features of shopfronts, such as stall risers, and using traditional materials such as timber and tiles. Moving the entrance door from the left hand side of the unit to the right hand side of the unit also enables a level access to be achieved, offering a significant betterment over the existing position, as supported by planning policy and guidance. The proposals would also replace the fascia band across the width of the shopfront whilst removing the unsightly existing shopfront fascia. The inclusion of a parapet wall assists in the construction of the flat roof, while also providing a feature that hides the future installation of external plant upon the flat roof.

Overall, the shopfront has been designed as part of the streetscene along South End Road and sensitively relates to the scale, proportions and architectural style of the building and surrounding facades. The replacement shopfront would clearly introduce detailed design, materials, colour and architectural features to the shopfront so that it is consistent with the design of the wider area and deliver a significant betterment.

The replacement flat roof will replace the existing which is in a poor state of repair and unserviceable. Its design approach will remain the same, and will not be visible from the public realm, therefore visually acceptable.

It is clear the proposals not only preserve, but would significantly enhance, both the character and appearance of the building, streetscene and wider Hampstead Conservation Area, thereby satisfying Policies A1, D1, D2 and D3 of the Camden Local Plan, Policies DH1 and DH2 of the Hampstead Neighbourhood Plan and guidance contained within supporting CPG. It therefore follows that the proposals should be fully supported.

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 Hampstead Conservation Area and would assist in the ensuring opportunities for beneficial occupation of an existing poor quality vacant commercial unit by Pret. It is therefore respectfully requested that the Local Planning Authority grants planning permission.

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,

A handwritten signature in blue ink, appearing to read "Rhys Govier", with a horizontal line drawn underneath it.

Rhys Govier
Associate

Enc. As above