

SF/P08401
08 March 2022

Planning Department,
London Borough of Camden
2nd Floor, 5 Pancras Square
Town Hall, Judd Street
London
WC1H 9JE

Dear Sir / Madam,

58-62 Heath Street, Hampstead, London NW3 1EN
Application for advertisement consent for a new fascia sign (880mm x 498mm), projecting sign (750mm x 750mm), product strip, vinyl stickers and other minor associated works to refresh the shopfront.

Planning Portal Reference: PP-11094052

On behalf of the applicant, Itsu, we write in support of an application for advertisement consent, for a new fascia sign (880mm x 498mm), projecting sign (750mm x 750mm), product strip, vinyl stickers and other minor associated works to refresh the shopfront.

The requisite planning application fee of £160 has been submitted online on the day of submission.

In order to assist with your consideration of the proposed scheme, please find enclosed the following information which has been submitted electronically via the planning portal:

- Application Form;
- Site Location Plan;
- Existing and Proposed Drawings, prepared by Tanner Design Limited;
- CIL Form

Site and Surrounding Area

The application site is a ground floor unit that is part of the Kingswell Centre. Kingswell Centre is a 1970's mixed use development comprising of use class E units on the ground and first floor with residential units above. The building has a back and white façade and has a steel balustrade enveloping the roof terrace above.

DD 020 7556 1547
E Saraf@rolfe-judd.co.uk

Architecture Planning Interiors
Old Church Court, Claylands Road, The Oval, London SW8 1NZ
T 020 7556 1500
www.rolfe-judd.co.uk

Rolfe Judd Holdings Limited. Registration No: 4198298
Rolfe Judd Architecture Limited. Registration No: 1139773
Rolfe Judd Planning Limited. Registration No: 2741774
All Registered at the above address

The site is in a prominent location, just a minutes' walk north of Hampstead Underground Station. Kingswell Centre is on Heath Street and on the corner of Back Lane. The site lies within the Hampstead Conservation Area and the Hampstead Town Centre, it is also a primary protected frontage.

The closest listed buildings are further down Heath Street, 75-89 Heath St (odd only) and 66 and 68 Heath St, the site also has a PTAL rating of 3.

Relevant Planning History

An online search of Camden's planning application database has the following relevant planning applications:

2017/3671/A

Display of 1x externally illuminated projecting sign, 3x internally illuminated lettering sign suspended behind glazing, 13x A3 and 4x A1 internally illuminated display boards behind glazing at ground floor level and 1x non-illuminated lettering sign suspended behind glazing and 8x A1 non-illuminated display boards behind glazing at first floor level.

Approved 23-10-2017

2017/1246/P

Use of the ground and first floor unit from retail use (Class A1) to financial and professional services (Class A2).

Approved 15-03-2017

2011/4805/A

Display of externally illuminated signage at fascia level and two menu boxes.

Approved 27-09-2011

2011/4760/P

The installation of a new shopfront at ground floor level (Class A3)

Approved 27-09-2011

2012/0029/P

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.

Approved 02-02-2012

The Proposal

The building is clad in white render with a continuous band of aluminium framed glazing at ground and first floor that wraps around the contours of the building. The proposal intends to elevate the existing façade of the building by retaining and cleaning the windows, as well as, repainting the existing white walls to look cleaner. The permission seeks for business-oriented signage to be implemented, which includes new signage and vinyl to make the site more attractive.

In summary, the application seeks to:

- Repaint the shopfront, incl. stallriser and existing fascia white (RAL 9010)
- Refresh the windows (retain and clean), paint window frames (RAL 7016) and update the double doors
- Sign A: Install halo illuminated fascia sign (880mm x 498mm)
 - 'Itsu' 3d stand-off lettering, black powder coated metal letters
 - subtle static halo illumination to lettering from internal white LED. 'eat beautiful' strap line, non-illuminated pink acrylic
- Sign B: Install a new product strip (vinyl strips 340mm tall and vary in length)
 - White vinyl lettering on black plus pink accents
- Sign C: Install an externally illuminated projecting sign (750mm x 750mm)
 - White metal blade sign with yellow acrylic and lettering in black and pink acrylic
- Sign D: Internally apply vinyl's of orchids on 6 windows

For more details, please refer to the submitted documents.

Planning Policy Considerations

Camden's Local Plan (2017), relevant SPG and the Hampstead Conservation Area Statement provide relevant guidance going forward.

Shopfronts

Policy D3 (Shopfronts) states the council will expect a high standard of design in shopfronts.

The policy considers the following:

- a) the design of the shopfront or feature, including its details and materials;
- b) the existing character, architectural and historic merit and design of the building and its shopfront;
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- d) the general characteristics of shopfronts in the area;
- e) community safety and the contribution made by shopfronts to natural surveillance; and
- f) the degree of accessibility.

In accordance with the policy, the proposal has a minimal, sleek and modern design, which not only responds to the buildings aesthetic but also the neighbouring commercial properties. The existing Wagamama and Knight Frank units in the Kingswell Centre building have a very minimally designed fascia, where the signage is not overly dominant. The commercial properties opposite the site also do not have very ornate signage, aside from a salon. The design incorporates very subtle lighting in the fascia which is appropriate given that the adjacent unit (Wagamama) also has internally lit white LED lettering. The proposed design, therefore, responds positively to the site context.

It should be noted that the design of the vinyl orchid stickers means that people inside and outside the unit can still look through the window, as it is curved and leaves lots of gaps. Furthermore, as the site has lots of windows wrapping round the walls, there is a lot of natural surveillance.

The proposal will not remove anything important on the site and existing elements such as the windows will be cleaned and handled appropriately.

Conservation and Primary Protected Frontage

As the site falls within the Hampstead Conservation area, policy D2 (Heritage) should be considered.

Policy D2 states that development within conservation areas must preserve or where possible enhance the character or appearance of the area. Although the proposal concerns advertisement consent, the design fits into the site context as it is characteristic of other units in Kingswell Centre as well as adjacent shopfronts. The appearance will be enhanced by repainting over existing features to elevate the shopfront.

According to the Hampstead Conservation Area Statement, the Kingswell Centre building is described to be dominating the first group of buildings north of the Underground Station. North of the station is where the area's character changes. The building was developed in 1972 and altered in 1984 the glass shop frontage at ground and first floor level works well, however the upper floors are too large a block of white painted render to fit comfortably into this richly varied street. The listed buildings between Back Lane and New End, Nos.66 & 70-84, date from the 18th century and are mostly two storeys.

The Kingswell building is considered neutral, as it does not detract from the character of the area, nor would it significantly benefit from its enhancement. Therefore, this proposal will not have a significant impact on the building nor its conservation area status.

The building forms part of sub area one (Heath Street/ Hampstead High Street) which is a major route that has developed as a shopping centre, it is defined in the UDP as a District Centre-Primary Shopping Frontage.

The 2017 Local Plan's shopfront policies are concerned more about the use of the units rather than their design (Policy TC2 Camden's centres and other shopping areas & Policy TC4 Town centre uses). It can be surmised however, from the conservation area document and Design SPG (2015) that it is significant that the shopfront is well-designed. An example of how the scheme adheres to good design is that the fascia is of suitable size and proportion in relation to the building. Furthermore, the proposed fascia and box sign do not obscure or damage existing architectural features.

Advertisement

Policy D4 (advertisements) states the council will support adverts that preserve the character and amenity of the area, as well as preserve/enhance heritage assets and conservation areas. The policy also states it will resist adverts that are unsightly, contribute to street clutter, light pollution, have flashing illuminated elements or impact upon public safety. The proposal would not result in any of the latter.

The following application adheres with the above requirements, as aforementioned in the shopfronts and conservation sections above. The proposal will not have a detrimental impact on the area or building, but rather enhance it by refreshing the existing shopfront with good design.

In adherence with the SPG (2018), the externally illuminated signage is sympathetic to the building and its surroundings. The illuminated elements are not obtrusive, the surface area to be illuminated is limited and is not too intense, the colours used are a part of the branding.

The SPG also states that advertisements in conservation areas require consideration given the sensitivity and historic nature of the building/area. The Hampstead conservation area, however, is charming for having a variety of different character zones, even per sub areas. Moreover, as the building is not recognised as having a positive contribution, heavy weight should not be given to the

conservation areas status in regard to advertisement consent. Regardless of this, the proposal would still adhere to the conservation area as the shopfront will be retained and the design fits in with the surrounding shopfronts and building.

Summary

The application seeks to update the existing shopfront by incorporating business related signage and clean/paint the façade to create a more attractive shopfront. The Kingswell Centre building lies within the Hampstead conservation area, town centre and is a protected frontage. However, the nature of the (conservation) sub area means the site is neutral and does not place much significance on enhancing the existing shopfront. Moreover, Heath Street is described to be richly varied, so there is less weight on ensuring the shopfront adheres to a specific character as the building itself is uniquely dominant. Nonetheless, the shopfront is similar in style to existing adjacent shopfronts, both on the street and other units in Kingswell Centre.

In conclusion, the design and works accord with the relevant planning policies and guidance and therefore planning consent should be granted.

We trust the submitted information is sufficient for you to validate our client's application, however, should you have any queries, please do not hesitate to contact the undersigned.

Yours sincerely

A solid black rectangular box used to redact the signature of the undersigned.

For and on behalf of
Rolfe Judd Planning Limited