



**London**  
Magdalen House  
148 Tooley Street  
London SE1 2TU  
020 7357 8000

**Harrogate**  
Suite 19, 1 Cardale Park  
Beckwith Head Road  
Harrogate HG3 1RY  
01423 502115

**Bristol**  
13-14 Orchard Street  
Bristol  
BS1 6EH  
0117 214 1820

Submitted via Planning Portal  
Planning Department  
London Borough of Camden Council

18 November 2022

Our Ref: 6659

Dear Sir / Madam,

**9-10 Windmill Street, London, W1T 2JF**

On behalf of our client Define Clinic Fitzrovia Ltd, please find enclosed a full planning application pursuant to the Town and Country Planning Act 1990 (as amended) in respect of proposals relating to the above site.

In summary, the proposals seek the installation of plant equipment to the sites south elevation at lower ground-floor level, which will provide heating and cooling function to a dental clinic consultation room ahead of the future occupation of the site by Define Clinic.

**Application Site**

The application site consists of the ground and lower ground floor area of the four-storey building located at 9-10 Windmill Street. The unit is currently vacant, soon to be occupied by Define Clinic for use as a dental clinic. The upper floors consist of residential dwellings, and the surrounding units are predominantly commercial at ground floor level with residential above.

The building is not statutorily nor locally listed, however is located within the Charlotte Street Conservation Area. The site is also located on the Fitzrovia Primary Frontage (retail).

**Application Proposals and Justification**

This application seeks planning permission to install plant equipment to provide heating and cooling function to a dental clinic's consulting and diagnostic room, in relation to the future occupation of the site by Define Clinic. Two condenser units are proposed to be installed alongside the sites south (rear) elevation at lower ground floor level, located discretely under the staircase which provides access to the ground floor. This location for the introduction of the plant has been identified to limit impact on both patients entering the clinic, and to limit impact on residential properties above the commercial unit. The new plant equipment will be sited within a timber fence enclosure, screening the new plant and limiting its noise and visual impact.

Full details of the plants specifications and visuals are included on the submitted plans.

The installation of mechanical plant is an essential component of any commercial operation. Given the scale of the plant equipment and its discreet location, to limit visual intrusion, contained within an appropriate means of enclosure for safety and security reasons, the proposed plant will have a neutral impact on the amenity of existing uses. The accompanying Noise Impact Assessment prepared by RBA Acoustic concludes that, with provision of recommended mitigation measures including

**Managing Director**  
Helen Outhbert

**Directors**  
Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton | Elliot Jones | Katie Turvey

**Consultant**  
Lorna Byrne

**Associate Directors**  
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey  
Phil Marsden | Sam Deegan

**Associates**  
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry  
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

[www.planningpotential.co.uk](http://www.planningpotential.co.uk)

[info@planningpotential.co.uk](mailto:info@planningpotential.co.uk)

Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

the proposed acoustic fence, the installation of the proposed AC units will not give rise to significant impact on the amenity of nearest residential properties. To this end, the proposals demonstrate complete compliance with Camden Local Plan Policy A4 'Noise and Vibration', where proposals will not be granted if they are likely to generate unacceptable noise and vibration impacts.

### Heritage

The site is located within the Charlotte Street Conservation Area; as stated in Camden Local Plan Policy D2 'Heritage', *"the Council will not permit the loss of or substantial harm to a designated heritage asset"*, and specifically requires proposals within conservation areas to *"preserve, or where possible, enhance the character or appearance of the area"*.

These proposals to install plant equipment are entirely in-keeping when considering the number of commercial operations and their associated plant surrounding the site at ground floor level. The proposals will result in no structural alteration to the buildings rear façade. The proposed installation represents minor works to a commercial building, deliberately located under a stairwell at the rear of the building, not visible from the public street and causing no visual or amenity harm. Located within a timber fenced enclosure, these collective works are sensitive to the significance of the Conservation Area and would not result in the addition of a feature not already present in the area.

In this respect, the external works are not considered to be harmful to Designated or Non-Designated Heritage Assets and paragraph 201 and 202 of the NPPF do not need to be engaged. Paragraph 197 of the NPPF has been complied with. The collective works and their sensitivity to the sites setting within the Charlotte Street Conservation Area are also in compliance with Camden Local Plan Policy A4.

In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £462.00
- Application Drawings:
  - Site Location Plan
  - Existing & Proposed Layout Plans
  - Existing & Proposed Elevations
  - Existing & Proposed Sections
- Noise Impact Assessment (prepared by RBA Acoustics, dated 14.11.22)
- Plant Specification Documents

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

Managing Director  
Helen Cuthbert

Directors  
Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton | Elliot Jones | Katie Turvey

Consultant  
Lorna Byrne

Associate Directors  
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey  
Phil Marsden | Sam Deegan

Associates  
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry  
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

[www.planningpotential.co.uk](http://www.planningpotential.co.uk)

Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

[info@planningpotential.co.uk](mailto:info@planningpotential.co.uk)



James Baker

Assistant Planner

**Planning Potential**

London

Enc.

Managing Director  
Helen Cuthbert

Directors  
Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton | Eliot Jones | Katie Turvey

Consultant  
Lorna Byrne

Associate Directors  
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey  
Phil Marsden | Sam Deegan

Associates  
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry  
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

[www.planningpotential.co.uk](http://www.planningpotential.co.uk)

[info@planningpotential.co.uk](mailto:info@planningpotential.co.uk)

Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW