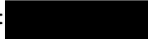


Victoria Cartwright



Mobile: 

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

5th March 2027

Dear Officers

Planning Application for new shop front, awnings and signage at 280 West End Lane | T/A Grocery Post

Please find enclosed with this letter an application for planning consent and advertisement consent for a new shopfront, retractable awnings and new signage at 280 West End Lane. We also set out a description of the works and an assessment against planning policy.

Enclosed with this application is the following:

- Site plan (1:1250)
- Application form
- Existing and proposed external elevations
- Existing and proposed shopfront plans
- Detail of projecting sign
- Section through awnings
- Application fee

The Site

The Grocery Post was founded in 2020 in its original location on Archway Road. The business is set to expand and is due to open its second site at 280 Westend Lane. The Grocery Post concept is a grocery store with a coffee bar offering take away coffee. The concept has been a huge success, serving locals and visitors its unique selection of groceries and speciality coffee. It has been an extremely positive addition to the local shopping frontage on Archway Road and the team hope the same will be the case on West End Lane.

The shop sits on a the prominent corner unit on West End Lane. The existing shop was a sushi restaurant (Class E and no change is proposed), customer access was from the left hand side of the shopfront which consists of a series of retractable doors. The current application seeks consent for a new shopfront, to centralise the door, remove the retractable doors and install new signage and awnings.

Proposal

The current proposal is for:

- Removal of the existing poor quality fascia sign and replacement with a new rendered fascia with painted signage
- Removal of the existing poor quality retractable glass shopfront and replacement with new timber and glazed shop front with coffee service hatch
- Relocation of main entrance in new shopfront to central position and new timber double doors with inset glazing. Door to open onto new porch/recess – no protrusion onto highway.
- New tiled brown stallriser
- 3x new retractable awnings housed in boxes across fascia
- New advertisements to include:
 - 3x window adverts in gold lettering
 - 1x projecting illuminated roundel sign at fascia height
 - 1x new fascia sign
 - 1x new sign on retractable awning

Overall, the works are intended to significantly improve the appearance of the shop unit in this prime high street position and to hopefully support the launch of the new the Grocery Post business.

Assessment against Planning Policy

The development plan for the site consists of the London Plan (2021), Camden Local Plan 2017, Camden Planning Guidance Design, West End Green Conservation Area Appraisal.

The site has the following designations:

- Primary Shopping Frontage
- West Hampstead Town Centre
- West End Green Conservation Area
- Fortune Green and West Hampstead neighbourhood plan
- Archaeological Priority Area

Shopfront | The proposed shopfront is considered to significantly improve the appearance of the existing shop unit. The Conservation Area appraisal noted that no. 280 West End Lane is identified as in poor condition and altered but with potential for a positive effect on the Green. The appraisal notes that the traditional shop fronts on West End Lane were 'in timber with large awnings and street displays, this pattern has now been eroded by many alterations'. Local Plan policy D3 Shopfronts requires a high standard of design in new shopfronts and other features. The proposals will reinstate a traditional style shop front with new timber frame and windows with an inset double door in accordance with policy D3. New retractable awnings are proposed along the shop front which will be in keeping with the style identified in the Conservation Area Appraisal. The design and materials proposed are of high quality and the new shop front will make a significant contribution to

the character and appearance of the conservation area and this prominent unit on the primary shopping frontage.

Advertisements | The proposal includes new adverts and signage associated with the new shopfront and the occupation of the shop by The Grocery Post. New signage includes a new fascia sign, painted on render, a projecting roundel sign at fascia level, 4x new window signs in gold lettering and 1x new awning sign. The advertisements are considered to preserve and enhance the character of their setting and host building in accordance with Policy D4 Advertisements. The adverts will not result in an unsightly proliferation, contribute to street clutter, cause light pollution or impact upon public safety in accordance with policy D4.

Summary | It is considered that the proposed shopfront, awnings and signage are of high quality materials and design and entirely in keeping with the character of West End Lane and the Conservation Area. They make a significant improvement to the local character and improve the setting of the Green. The proposals will enable a new growing business to establish itself in this prominent corner location on the primary shopping frontage further enhancing the vitality and viability of the high street in West Hampstead Town Centre.

Please do not hesitate to contact me to discuss any aspect of the proposal if required. The team is under significant pressure to order the new shopfront therefore any early feedback you can provide on the acceptability of the design would be very welcome,

We look forward to hearing from you,

Yours sincerely

Victoria Cartwright
On behalf of Grocery Post

