

Application ref: 2023/0947/P
Contact: Duty Determination Team
Tel: 020 7974 4444
Email: Planning@Camden.gov.uk
Date: 30 April 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

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www.camden.gov.uk/planning

Mrs Victoria Cartwright
280 West End Lane
London
NW6 1LJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
280 West End Lane
London
NW6 1LJ

Proposal:
Replacement of shopfront with a new entrance and installation of a three part retractable awning above the shopfront.

Drawing Nos: Site Location Plan, 01 Current Elevation, 02 Exposed (Underneath - Current Fascia), 03 Proposed Shopfront (Note: Signage superseded by Drawing 04), 04 Proposed Shopfront with Awnings, 05 Side Profile of Proposed Awning, 06 Plan of Current Shopfront, 07 Plan of Proposed Shopfront, 08 Exterior Lighting Information

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved drawings:

Site Location Plan, 01 Current Elevation, 02 Exposed (Underneath - Current Fascia), 03 Proposed Shopfront (Note: Signage superseded by Drawing 04), 04 Proposed Shopfront with Awnings, 05 Side Profile of Proposed Awning, 06 Plan of Current Shopfront, 07 Plan of Proposed Shopfront, 08 Exterior Lighting Information

Reason:

For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1, D2 of the LB Camden Local Plan 2017 and policies 2 and 3 of the Fortune Green & West Hampstead Neighbourhood Plan 2015.

Informative(s):

- 1 Reasons for granting permission:

Planning permission is sought for a replacement shopfront and the installation of a three part retractable awning on the fascia above the shopfront. There is a contemporaneous advertisement consent application (2023/1187/P) for a fascia sign across the top of the shopfront, four window signs (i.e. lettering) and a projecting sign at the end of the fascia.

The proposed shopfront would be of a traditional style with 300mm - 550mm stallriser, four windows separated by vertical bars and a central pair of entrance doors. The pilasters at the sides of the shopfront would be retained. There is a slope of 250mm at ground floor level from one side of the shop to the other, meaning that a ramp is necessary from the back edge of the pavement to the shop floor. It is proposed to recess the entrance doors by 750mm (with the ramp continuing a further 650mm inside the shop) to achieve a 1:10 ramp.

The recessed entrance would not ordinarily be supported, as it could enable anti-social behaviour, or a risk to security. However as the site occupies a prominent location on a well-lit street corner, it is considered that there would not be an undue risk of anti-social or criminal behaviour and the benefits of providing ramped access and the enhancements to the appearance of the streetscene from the proposals outweigh the disadvantages of the recessed entrance.

The awning would be similar to awnings on several other shops within the parade. The size, siting and appearance would be in keeping with the other awnings and it would not harm the visual amenity of the Conservation Area.

The proposed shopfront and awning would be in accordance with the design advice for shopfronts and awnings in the Council's Design Planning Guidance 2021.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The height of the awning has been amended during the course of the application, to be 2.3m clear of the pavement and as such, the awning would be of an appropriate size for the shopfront/parade and it would not obstruct users of the highway. It would be a sufficient distance from the carriageway so as not to obstruct or interfere with any high vehicles.

As such, the proposed development is in general accordance with policies A1, D1, D2 and T3 of the Camden Local Plan 2017, policies 2, 3 and 9 of the Fortune Green & West Hampstead Neighbourhood Plan 2015, the London Plan 2021 and NPPF 2021.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a faint, light-colored rectangular stamp or watermark.

Daniel Pope
Chief Planning Officer