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Planning Department  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

**FAO Sam Fitzpatrick**

13 October 2023

Our Reference: 23/356  
Via PLANNING PORTAL

Dear Sam,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
REGULATIONS 2007**

**208 WEST END LANE, LONDON NW6 1UY**

**APPLICATION FOR ADVERTISEMENT CONSENT**

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We write on behalf of our client, Chipotle Mexican Grill UK Limited ('the Applicant'), to formally submit an application for advertisement consent in accordance with the Town and County Planning (Control of Advertisements) (England) Regulations 2007 for the above site.

This application seeks advertisement consent for the following development:

*"Installation of 1 x externally illuminated fascia sign at the Fawley Road Elevation."*

The subject site is currently occupied by Chipotle as a restaurant. The purpose of this application is to obtain consent for an additional business identification sign on the southern elevation of the building fronting Fawley Road. The previous tenant of this building had signage in this location, and the Applicant is seeking to reinstate signage with their own branding in this location.

The following documentation has been submitted with this application:

- Application Forms and Certificates
- This Covering Letter / Planning Note
- Site Location Plan, prepared by Harrison
- Existing and Proposed Elevation Drawing, Signage Plan, and Sections prepared by Harrison.

**a. The Site and Relevant Background**

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**The Site**

The site is known as 208 West End Lane, and sits at a corner premises at the end of a parade of shops within the West Hampstead Town Centre. The building's shopfront faces the junction of West End Lane and Fawley Road.

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The property is unlisted however it is identified as making a positive contribution to the West End Green Conservation Area. It is also located within the West Hampstead Town centre. The site is also located within the Fortune Green and West Hampstead Neighbourhood Plan area.

The Site location plan is provided at **Figure 1** below.



**Figure 1: Site Location Plan**

The ground floor unit is currently occupied by Chipotle. This application relates southern elevation of the ground floor shopfront fronting Fawley Road, specifically at fascia level. As demonstrated in **Figure 2** below, signage was previously located at fascia level of this elevation for the previous tenant, Barclays Bank.



**Figure 2: Fawley Road Elevation (Google Street View. June 2021).**

In terms of surrounding context, there is a Sainsbury's Local directly adjacent to the subject site at the corner of Fawley Road and West End Lane. This site also includes signage at fascia level with the tenant's branding.



**Figure 3: Adjacent ground floor unit fronting Fawley Road (Google Street View. July 2022).**

### Planning Background

The following planning history is relevant to the ground floor unit and this application:

- Council ref: 2021/5699/P: full planning permission was granted in August 2022 for alterations to the existing commercial unit including installation of new bifold doors and ventilation louvre in the exiting fanlight on the Fawley Road elevation.
- Council ref: 2021/5699/P: advertisement consent was additionally granted in August 2022 for installation of 1 x externally illuminated fascia signs, 4 x canvas awnings and 1 x externally illuminated projecting sign to the West End Lane Elevation.
- Council ref: 2010/0477/A: advertisement consent was granted in April 2010 for the display of two internally illuminated fascia signs and two internally illuminated projecting signs. These signs were subsequently installed and comprised Barclay's branding (refer **Figure 2** above) until they vacated the unit.

This application has sought to follow the established principles of illuminated signage being acceptable at fascia level of the shopfront on the Fawley Road elevation of the site, which is also present at the adjacent unit fronting Fawley Road.

#### **b. Proposed Development**

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The proposed development seeks advertisement consent for the installation of 1 x externally illuminated fascia sign at the Fawley Road Elevation.

The proposed fascia sign would match the details in terms of its size, materiality, and illumination of the tenant's existing sign fronting West End Lane. The proposed dimensions and details of the signage can be summarised as follows:

- Located 3.5m above ground level
- Displaying the tenant's logo panel and 'CHIPOTLE' lettering
- 590mm H x 3500mm W x 15mm D
- Affixed to the fascia using studs
- Aluminium panels finished in tenant colouring (refer plans for further details)
- External down light illumination – maximum of 250 cndle p/ms (refer plans for further details)

The proposals relate to exterior signage only and does not seek any change to GIA and or land use.

Further details of the proposal are set out within the accompanying plans prepared by Harrison.

#### **c. Planning Policy Assessment**

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Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the Development Plan, unless material considerations indicate otherwise.

The relevant Development Plan for the site consists of:

- The London Plan (2021)
- The Camden Local Plan (2017).

Camden also has a number of Camden Planning Guidance documents (CPGs), along with the Charlotte Street Conservation Area Appraisal and Management Document (2008) which form material considerations for this application. Of relevance to this application is the Advertisements CPG (2018). Camden have also adopted the Fortune Green & West Hampstead Neighbourhood Plan (2015) which includes the site.

Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be efficient, effective and simple in concept and operation.

The NPPF clarifies (in Paragraph 136) that the display of advertisements should only be controlled in the interests of "amenity" and "public safety", taking account of cumulative impacts, as guided by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended.

An assessment of the key planning considerations is set out below.

### **Principle of Development**

The proposals relate to the installation of building identification signage to improve the legibility and wayfinding of the entrances to an existing commercial building.

The proposed alterations, are therefore, considered to be entirely in accordance with the objectives of Policy TC1 of the Local Plan (2017) in that it would enhance the quality of an existing commercial shopfront within the West Hampstead Town Centre.

### **Design, Materiality and Heritage**

#### **Policy Position**

Local Plan Policy D1 'Design' seeks to secure high quality design in all development that respects local character and context. Specifically, in relation to shopfronts, it encourages active shopfronts that add vitality to the street and provide views into and out of buildings, and specific proportions at ground floor level to attract pedestrians.

Policy D2 'Heritage' requires that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

Policy D4 of the Local Plan (2017) relates to advertisements. The policy seeks to ensure that advertisements preserve or enhance the character of their setting of the host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

Policy D4 of the Local Plan (2017) notes that advertisements should be located at fascia level or below.

Camden's Advertisements Planning Guidance (2018) includes further guidance on the types of signage that the Council will accept. This guidance recommends that signage needs to respect the architectural features of the host building and the surrounding area, particularly within conservation areas which includes the subject site. The guidance outlines that the material quality of the signage should be high, and the colour palette as muted as possible.

The West End Green Conservation Area Appraisal and Management Strategy (2011) assesses the key characteristics of the conservation area. The Appraisal notes that signage should be appropriate for the conservation area, respecting the proportions of shop frontages, and maintaining the characteristic divisions between units. The Appraisal also notes that state of the shopfronts and signage is in decline within the conservation area, as shown by very large signs which extend out of the scrolls/ canopy zone and by cheap shopfront replacements.

#### **Assessment**

The proposals would see installation of an externally illuminated tenant fascia sign at the Fawley Lane frontage, which would match the existing sign fronting West End Lane.

It is noted that the fascia previously included illuminated fascia signage in this location. There is also existing tenant signage for the commercial unit directly adjacent to the site fronting Fawley Lane. In



this context, the proposed signage is considered appropriate and would be in keeping with the character of the surrounding conservation area.

The proposed signage has taken cues from this signage along with the existing tenant signage and in terms of location, illumination, materiality, muted colour palate, and typology of signage within the surrounding streetscape specifically adjacent to the site fronting Fawley Road. By virtue of the size, scale and siting of the signage, it is considered appropriate and proportionate to the existing building and surrounding street scene.

It is noted that the West End Green Conservation Area Appraisal (2011) suggests that signage would usually be non-illuminated or externally illuminated. In this instance, it is considered appropriate for externally illuminated signage given the established precedent for this type of signage on this elevation being deemed acceptable. The proposed downlights would be positioned to prevent light spill to neighbouring properties, and the lighting would be static and not include any flashing.

A further consideration for any new sign is highway safety. In this respect, the signs would not include any lighting, or be incongruous or unduly prominent and would be a sufficient height above pavement level to ensure it would not be an obstruction for pedestrians or a distraction or visual obstruction to drivers.

The proposed works are, therefore, considered acceptable and will not result in a detrimental impact on the character and appearance of the building or surrounding conservation area, or compromise highway safety. As such, the proposal complies with the requirements of Policy D1, D2, and D4 the Local Plan.

#### **d. Summary**

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Overall, the proposed development is considered to represent an additional business identification sign on the southern elevation of the building fronting Fawley Road. The previous tenant of this building had signage in this location, and the Applicant is seeking to reinstate signage with their own branding in this location.

The proposals have been assessed and considered to comply with the relevant adopted and emerging planning policy and guidance.

We trust that the enclosed information is sufficient to expedite validation of our application. However, should you require any further information, please do not hesitate to contact Tim Fleming (01223 311111) or (01223 311111) of this office in the first instance.

Yours sincerely,



Iceni Projects

ENC. As listed above.