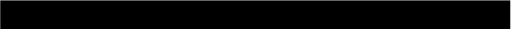


17 May 2024

Camden Council
Planning – Development Control
Camden Town Hall
London
WC1H 8ND

Dear Sir/Madam,

PLANNING AND ADVERTISEMENT CONSENT APPLICATION - 156 WEST END LANE, WEST HAMPSTEAD, LONDON NW6 1SD

We have been instructed by our client, Five Guys JV Ltd, to submit the enclosed planning and advertisement consent applications for external alterations and associated signage at the address above. The application has been submitted online via the Planning Portal (ref. PP-13053253) 

In accordance with national and local validation requirements, the following documents have been submitted with the application:

- Completed Planning Application Forms;
- Completed CIL Forms;
- Site Location and Block Plan;
- Existing Floor Plans;
- Existing Elevations;
- Proposed Floor Plans;
- Proposed Building Elevations; and
- Signage Details.

Site Description

The application site forms an approved commercial unit within a recently redeveloped building known as West Hampstead Central. West Hampstead Central comprises two separate blocks of between 3 and 7 storeys in height, surrounding a public open space. The upper floors are in residential use and the lower floors office, retail and leisure uses.

Due to its prime location along the commercialised high street of West End Lane, the surrounding area of the development is characterised by predominately ground floor retail uses with upper storey residential units.

The host building is not statutorily nor locally listed. The application site does not lie in a designated conservation area but is adjacent to the northern boundary of the West End Green Conservation Area and nearby the South Hampstead Conservation Area. The site is highly accessible by public transport, with a PTAL rating of 6a (excellent) being a significant interchange with three rail and underground stations and numerous bus routes.



Planning History

Planning permission was granted on 23 June 2017 for “*The comprehensive redevelopment following demolition of all existing buildings to provide self-contained residential dwellings (Class C3), flexible non-residential use (Class A-A3, D1, D2), employment floorspace (Class B1) and community meeting space (Class D1) in buildings ranging from 3 to 7 storeys*” (ref: 2015/6455/P). This permission has since been varied several times, with a Section 73 amendment approved on 21 February 2024 (ref: 2023/1716/P) to vary conditions 2, 21, 22 and 38 of the consent. It is understood that this now forms the operative consent.

The operative consent includes several conditions for the commercial unit. Most relevant to Five Guys occupation include:

- Approval of details required by Condition 41 (Hours) is currently pending (ref: 2024/1607/P)
- Approval of details required by Condition 39 (Odour Mitigation) granted on 10 May 2024 (ref: 2024/1651/P)
- Approval of details required by Condition 5a (Shopfront Detailed Drawings) granted on 10 May 2024 (ref: 2024/1657/P)

Application Proposals

The application proposals seek alterations to the exterior of the unit. The alterations as a whole are considered minimal in scale and nature, however, will allow for Five Guys to trade successfully from the premises in line with their operational requirements and alert customers to the presence of the Five Guys restaurant.

i) Shopfront Alterations

Planning permission is sought for minor alterations to the façade, including a replacement red fascia and new red awning above the shopfront sliding hatching. The canopy's purpose is to provide cover for the sliding hatch below as approved under ref: 2024/1657/P. Both the fascia panel and the canopy will adorn the iconic Five Guys red branding in order to signal their tenancy at this unit.

ii) Signage

Consent is sought for the following signage:

- 1 no. 'FIVE GUYS' fascia sign
 - 460mm x 3940mm
 - White letters
 - Internally illuminated letters
- 1 no. 'FIVE GUYS' projecting sign
 - 700mm x 700mm
 - White letters
 - Internally illuminated letters
- 1 no. 'FIVE GUYS' branded canopy
 - 100mm x 825mm
 - White letters
 - Non-illuminated

Further internal signage is also shown on the submitted drawings which benefit from deemed consent due to their positioning behind the glazing (Town and Country Planning (Control of Advertisements) (England) Regulations,



Schedule 3, Class 12, and Schedule 1, Class I). With Schedule 1 and Schedule 3 combined, no internal advertisements require express consent. Therefore, these advertisements are shown on the drawings for their completeness.

Planning Policy

The statutory development framework for the site is comprised of the Camden Local Plan (2017) and the Camden Supplementary Planning Documents. The National Planning Policy Framework (NPPF) (2023) is also a material consideration in the determination of this application.

Whilst the site is not located within a conservation area, the West End Green Conservation Area and South Hampstead Conservation Area designations are nearby.

i) National Planning Policy Framework (NPPF, 2023)

The NPPF provides the overall policy framework for England.

Chapter 12 of the NPPF highlights the importance of well-designed and beautiful places.

Regarding advertisements, **Paragraph 141** states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

ii) Camden Local Plan (2017)

Policy E1 'Economic Development' explains that Camden Council seeks to support businesses of all sizes, including proposed retail and commercial uses.

Policy D1 'Design' sets out how the Council encourages proposals to utilise high-quality and sustainable design approaches that are sympathetic to the local context and character of the site's surroundings.

Policies D3 'Shopfronts' and **D4 'Advertisements'** confirm that shopfront and advertisement proposals are expected to exercise high-quality techniques and materials that are in alignment with their surroundings and do not contribute towards street clutter nor endanger public safety.

iii) Camden Planning Guidance: Advertisements (2018)

This supplementary planning document further expands on the details set out in the Camden Local Plan Policy D4. It outlines that in general, the most satisfactory advertisements are those that take account of the character and design of the property, the appearance of its surrounding and the external fabric of the host building.

Planning Considerations

The application proposals seek to amendments to the shopfront as part of Five Guys occupation of the premises. The relevant considerations include the design and appearance of the proposed shopfront alterations and its impact on surrounding amenities.



i) Design Considerations

The application proposal seeks a very minor change when compared to the shopfront recently approved under ref: 2024/1657/P. Indeed, the only external change is the insertion of a small canopy and a replacement fascia panel. The proposals seek to provide a contemporary shopfront comprised of high-quality design and materials that have been meticulously selected so as to adhere to the surrounding context of the site. In addition, the updated red fascia panel will create an eye-catching and interesting shopfront, not dissimilar to the red fascia of the Ladbrokes across the street from the new unit. The design proposals and chosen palette of materials and colours offer a sensitive and appropriate response enhancing the streetscape and surrounding conservation area, thus conforming with Policy D1 of the Local Plan.

Turning to the signage, this is considered to be of an appropriate scale and proportion to balance the shopfront. The fascia sign will sit comfortably over the entranceway of the restaurant, whilst the projecting sign on the will further draw interest to the new unit and is typical for shopfronts of this size. The illumination of both is limited to the letters only and is considered to be subtle and appropriate for the commercial setting of the application site. An additional non-illuminated 'Five Guys' logo will adorn the proposed canopy. The end result is an uncluttered shopfront which includes the necessary branding for the ingoing tenant.

ii) Impact on Surrounding Amenities

With regard to amenity, the shopfront alterations and signage are not considered to be of detriment to the host building nor the neighbouring properties. The addition of a small canopy to the shopfront will not result in any adverse impact on amenities.

The proposed signage is of limited illumination (2 no. illuminated signs limited to letters only and a further non-illuminated sign). This is will not adversely impact on pedestrians or vehicle users due to the static illumination proposed. In addition, the advertisement is of a suitable level above ground floor level to ensure safe access by pedestrians. As a result, the proposed signage relates well to the newly developed building and surrounding area, and is consistent with the policies set out above.

Conclusions

Planning permission is sought for minor alterations to the shopfront alongside advertisement consent for the necessary Five Guys branded signs. The proposals are considered to relate well to the commercial area and the modern host building. As such, the signage and shopfront proposals are considered to be in accordance with the Camden Local Plan (2017) Policies D3 and D4, as well as in adherence to the Camden supplementary planning documents and national guidance. Thus, the application proposals should be considered acceptable.

I therefore trust that you have sufficient information in order to validate the application, however, should you have any queries then please do not hesitate to contact me.

Yours faithfully,

TITO AROWOBUSOYE
Associate

Enc.