

Planning Department
The Borough of Camden

Camden Town Hall,
London,
WC1H 8ND

26th June 2024

Dear Sir/Madam,

Cover letter for Planning and advertisement consent application

We have been instructed on the behalf of our client, Amorino, to submit the following application details for planning and advertisement consent for external alterations and associated signage at the above address.

In accordance with the national and local planning requirements, the following documents have been submitted in support of the application:

- Site location and block plan
- Existing floor plans
- Existing elevations
- Proposed Floor plans
- Proposed elevations
- Proposed signage details

Description of site

The subject property forms a part of an approved commercial unit in a recently developed site, West Hampstead Central. The block consists of a mix of residential use, office, retail and leisure units. West Hampstead central is arranged of two separate blocks, between 3 and 7 storeys in height. The host property is located at ground floor with street access and does not lie within a designated conservation area. It is however located near the northern boundary of the West End Green conservation area and also the South Hampstead conservation area.

The site is situated along a busy high street, therefore a high amount of passing vehicular and pedestrian traffic is present. The site is widely accessible via public transport, through various networks.

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 at the site of 156 West End Lane, for the overall development.

Application proposal

The application seeks approval for the alterations to the exterior of the unit, via advertisement consent. The alterations to the existing façade are minimal, and non-detrimental to the existing character of the subject property or local context of the commercial unit. The alterations and inclusion of signage will allow for Amorino to trade successfully from the premises in line with their operational requirement and brand standards.

The proposal will include the following:

1. Timber fascia board – 5356 x 735mm
 - Timber fascia fixed to existing mullions in High black gloss
2. “Amorino” Fascia sign – 1555 x 326mm, projection of 32mm
 - Text block LED lighting moulded in resin
 - Illuminated Opal 030 Acrylic faces
 - 4500° K temperature lighting
3. “Gelato Al Naturale” Fascia Sign – 1555 x 90mm, projection of 10mm
 - 10mm thick black acrylic letters with matt white vinyl faces fixed to rail, with M4 studs on the rear
4. Amorino illuminated angel logo – 620 x 450mm, projection of 50mm
 - Opal acrylic face, complete with digitally printed vinyl applied to face
 - Logo returns coated matt black, (RAL 9005) • Clear sanded/ frosted acrylic backing for halo illumination
 - Warm white LED units, 4500K
5. Amorino Blade sign – 540 x 830mm, projection of 830mm
 - Wrought iron structure, RAL 9005 satin finish
 - Aluminium oval structure, RAL 9005 satin finish
 - Amorino angel logo printed on vinyl translucent film
 - Backed with 3 mm white translucent acrylic
 - LED backlight @ 4500K
6. Door handles
 - Door handles "Angel Amorino"
 - To match existing grey door frame

With regards to the local amenities, the shopfront alterations and signage are not considered to be detrimental to the host building or the adjoining properties. The addition of a blade that protrudes from the wall, will have no adverse effect on amenities, and is in line with other commercial properties advertisement seen in the local area.

The proposed fascia signage is of limited illumination and will have no adverse effect on passing pedestrians or vehicular traffic; this is due to the non-static illumination that is proposed. The signage is of suitable height about the ground floor therefore would not act as a disturbance to those at street level. The proposed lighting is in line with local and national planning policy, as seen along the high street of West end lane, and therefore is consistent with previously approved advertisement consent applications.

Conclusion

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

Further information related to detailed specifics in the application can be found in the supporting drawings that have been submitted a part of this application.

I hope that the information contained above and within the provided documents is inclusive of all the information required to fulfil this future application. If any additional information is required, please contact me on the number below 07840143876 or by emailing me at ollie@catocreative.com.

I look forward to receiving your response.

Yours Sincerely,

Oliver Beale