

Delegated Report		Analysis sheet		Expiry Date:		07/12/2010	
		N/A / attached		Consultation Expiry Date:		25/11/2010	
Officer				Application Number(s)			
Rob Tulloch				2010/3908/P			
Application Address				Drawing Numbers			
303 West End Lane London NW6 1RD				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Erection of a replacement shop front to existing Estate Agents (Class A2).							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified		28		No. of responses	
						00	
				No. electronic		00	
Summary of consultation responses:		28 adjoining occupiers were notified and a site notice displayed from 27/10/2010. No responses were received.					
CAAC/Local group comments:		<p>West End Green CAAC object that the internally illuminated signage and shopfront design are inappropriate for a conservation area.</p> <p><u>Officer response:</u> The signage is not part of the application. The shopfront has been revised to include a stallriser in line with planning guidance.</p>					
Site Description							
The site is one of a row five four storey buildings on the west side of West End Lane just south of West End Green. The ground floors are in commercial use with residential above. The site lies within the West End Green Conservation Area and the row of buildings are listed as making a positive contribution to the conservation area. The site also lies within the West Hampstead Town Centre.							

Relevant History

PWX0002237 Change of use of the ground floor from retail (A1 Use Class) to Estate Agents (A2 Use Class). Granted 22/05/2000

8780317 Installation of four spotlights to illuminate a shop fascia sign. Granted 30/09/1987

Relevant policies

LDF Core Strategy and Development Policies

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP29 Improving access

DP30 Shopfronts

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

Camden Planning Guidance 2006

Draft West End Green Conservation Area Appraisal & Management Strategy 2010

Assessment

The application site forms part of a parade of eight shops on West End Lane. The proposal is to replace the shopfront. The main issue is the impact of the changes on the building and conservation area.

Revision: The original application referred to new signage and featured a largely glazed shopfront with no stallriser. The signage was not intended to be part of the application and the applicant has revised their proposal to incorporate a stallriser.

Design: The existing shopfront features a blue painted, aluminium framed shopfront with a 400mm high louvred stallriser and an externally illuminated fascia. The proposal would move the entrance to the shop to a more central position and replace the stallrisers with ones measuring 300mm high. The fascia and spotlights would remain.

Camden Planning Guidance recommends that shopfronts should be largely glazed relate to the building above and their surroundings, and retain stallrisers of at least 300mm in height to enhance, restore or retain the historic interest of the shopfront street scene.

The Conservation Area Appraisal & Management Strategy for West End Green is currently in its draft stage and out to consultation. It highlights shopfront design as a cause for concern and encourages the retention of traditional shopfronts and new ones of a high quality design. It further states that it is important that shopfronts maintain the visual character and appearance of the street through respect for the proportions, rhythm and form of the original frontages. Policy DP30 also expects applications for shopfronts to consider the general characteristics of the area.

The existing shopfront is neither original nor of any particular architectural merit. The design of the proposed shopfront is not very different to the existing one, and but would retain traditional features and would not harm the character and appearance of the building or of the conservation area.

Amenity: The shopfront would retain its level entrance inline with policies DP29 and CS14. The development would not harm the amenity of any adjoining occupiers.

Recommendation: Grant Planning Permission

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