

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	15/10/2010
		N/A / attached	<b>Consultation Expiry Date:</b>	01/10/2010
<b>Officer</b>		<b>Application Number(s)</b>		
Rob Willis		2010/4509/P 2010/4516/A		
<b>Application Address</b>		<b>Drawing Numbers</b>		
276 West End Lane London NW6 1LJ		See Decision Notice		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
2010/4509/P: Replacement of shopfront including the relocation of entrance door. 2010/4516/A: Display of an internally illuminated fascia sign and one hanging sign.				
<b>Recommendation(s):</b>		Grant Planning Permission and Advertisement Consent		
<b>Application Type:</b>	Advertisement Consent			

<b>Conditions or Reasons for Refusal:</b>	Refer to Draft Decision Notice					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>15</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
<b>Summary of consultation responses:</b>	None received. Site notice erected 27 <sup>th</sup> August 2010.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	West End Green CAAC: Object as follows: <ul style="list-style-type: none"> <li>• Questions the need for another estate agents on the high street.  <i>Officer comment: the change to use as an estate agent does not require planning permission as it is within the same use class as the previous use as a betting shop (class A2);</i></li> <li>• Object to the proposed illuminated fascia, which is considered to detract from the conservation area and the unity of the shops fronts;</li> <li>• Object to the proposed projected sign box and its illumination;</li> <li>• Object to the materials used for the shop front, which are insensitive to the conservation area (reference made to the West End Green Conservation Area Statement).</li> </ul> TfL: No objection.					

## Site Description

276 West End Lane comprises a three storey terraced building with commercial use at ground floor level. The ground floor unit is currently vacant but was most recently used as a betting shop (Use Class A2). The site is located in the West Hampstead Town Centre and fronts on to West End Green.

The building is not listed but is located in the West End Green Parsifal Road Conservation Area.

## Relevant History

2003/1160/P: Planning permission granted on 17-10-2003 for a change of use of the basement and ground floors from Retail (Class A1) to Financial & Professional Services (Class A2) for use as a betting office.

## Relevant policies

### Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours  
B1 General Design Principles  
B3 Alterations and extensions  
B4 Shopfronts, advertisements and signs  
B7 Conservation areas

### LDF Core Strategy and Development Policies

*The Inspector's Report into the Camden Local Development Framework Core Strategy and Development Policies Development Plan documents ("DPD"s) was published on 13th September and found the policies in the DPDs to be sound.*

*This means "considerable weight" can now be given to these LDF policies even though at this stage they have yet to be formally adopted by the Council. Where there is a conflict between UDP policies and these LDF policies the Planning Inspectorate would consider it reasonable to follow the latter .*

*However prior to formal adoption UDP policies should still be taken into account as the Council's adopted Development Plan*

CS5 Managing the impact of growth and development  
CS7 Promoting Camden's centres and shops  
CS14 Promoting high quality places and conserving our heritage  
DP24 Securing high quality design  
DP25 Conserving Camden's heritage  
DP26 Managing the impact of development on occupiers and neighbours  
DP30 Shopfronts

## Assessment

The application seeks planning permission and advertisement consent for the replacement of the existing shop front, including:

- Relocation of entrance door;
- New illuminated fascia; and
- New illuminated projecting sign.

### Revisions

Following discussion with the Council, the applicant has submitted the following revisions to the proposals:

- The illumination method for the fascia has been changed from internal illumination of individual lettering to individually illuminated 'halo' lettering on the fascia, in order to reduce the visual impact of the proposals;
- the depth of the proposed fascia has been scaled back, so that it does not protrude any further from the front elevation of the shopfront;
- the projecting sign has been reduced in size from 75cmx60cmx15cm to 55cmx40cmx10cm, in order to reduce its visual impact.

The main issues raised by these proposals relate to design and amenity.

### Design

The Camden LDF Core strategy *Centre specific planning objectives* provided under Policy CS7 highlight the high quality environment and 'village' character of West End Green. It is therefore important that proposals for new shopfronts preserve the character and attractiveness of the area. The existing shopfront is considered to be of poor design quality, and comprises a blue extruded aluminium shopfront and blue acrylic fascia. The shopfronts along this frontage of West End Lane vary in terms of materials used, design and materials, and include a variety of illuminated fascia signs and projecting signs.

The existing shopfront would be replaced by a silicon glazed shopfront. The proposals include the relocation of the entrance door to a more central position, and would create a simpler, less cluttered appearance to the shopfront. There is currently no stallriser to the shopfront, and the proposals do not seek the reinstatement of a stallriser. The existing double entrance doors would be replaced with a single, wider door.

The proposals seek to replace the existing blue acrylic fascia with a white aluminium fascia with 'halo' illumination provided for individual letters. It is considered that the use of halo lighting is appropriate, providing a discreet form of illumination that reflects the guidance set out in the Camden Planning Guidance SPD (see paragraph 43.18). The fascia would also include small, non-illuminated lettering towards the bottom, which is considered to be acceptable. The fascia would not protrude any further from the front elevation than existing, therefore preserving the current visibility of the pilaster with ornate detailing to the top.

The proposed white aluminium projecting sign would measure 55cm high x 40cm deep x 10cm wide, and would provide internal illumination to an individually cut blue translucent acrylic symbol to the centre of the sign and individually cut blue coloured lettering beneath. It would be situated level with the fascia sign. Given the limited amount of illumination provided, and the town centre location of the site, this is considered to be acceptable.

The proposed shopfront would retain the existing pilaster and console bracket detail. This is welcomed.

Overall, given the poor quality of the existing shopfront, it is considered that these proposals would not cause harm to the host building, nor to the character and appearance of the conservation area.

## **Amenity**

The proposed shopfront does not raise any concerns relating to amenity. It is considered that the limited level of illumination proposed would not create sufficient light pollution to impact on surrounding properties.

The proposals do not raise any concerns in relation to public safety.

## **Conclusion**

The application is considered to be acceptable in terms of design and amenity.

Recommend approval.

## **DISCLAIMER**

**Decision route to be decided by nominated members on Monday 18<sup>th</sup> October 2010. For further information see**

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>