

Ms Summer Wong  
CgMs Ltd  
140 London Wall  
London  
EC2Y 5DN

Application Ref: **2015/3420/P**  
Please ask for: **Jenna Litherland**  
Telephone: 020 7974 **3070**

25 September 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Approval of Details Granted**

Address:  
**187-199 West End Lane**  
**London**  
**NW6 2LJ**

Proposal:  
Detail of brickwork sample panel as required by condition 15 of planning permission granted on 30/03/2012 reference 2011/6129/P (as amended on 15/07/2013 by planning permission 2013/1924/P and on 13/06/2014 by planning permission 2013/6627/P) for redevelopment of site to create seven new buildings between five and twelve storeys in height to provide 198 residential units (Class C3), retail, financial and professional services and food and drink floorspace (Class A1, A2, A3 and A4), flexible employment/healthcare floorspace (Class B1/D1) along with associated energy centre, storage, parking, landscaping and new public open space (existing buildings to be demolished).

Drawing Nos: Cover letter from CgMs dated 16/06/2015; Photograph of red brick sample panel; Specification of Ibstock Chesterton Red Smooth 2901; Declaration of Performance of Chesterton Red Smooth 2901; Photograph of white brick sample panel; Specification of Wienerberger Platinum white smooth; Photograph of white ceramic brick sample panel and Specification of Roben Oslo white.

The Council has considered your application and decided to grant approval of details.



Informative(s):

1 Reason for granting:

Ibstock Chesterton Red Smooth Brick will be used as the main façade material with bays of Weinberger Platinum White Brick intersecting. At ground floor level a glazed brick Roben Oslo white will be used. The bricks are considered appropriate in colour and texture to the character and appearance of the area and the design of the new buildings.

No objections have been received prior to making this decision. The site's planning has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2015, consolidated with amendments since 2011; and paragraphs 14, 17 and 56 -66 of the National Planning Policy Framework, and Fortune Green and West Hampstead Neighbourhood Plan 2015.

2 You are reminded that conditions 12 (biodiverse roofs), 12 (details design and method statements for protecting retaining structures, etc.), 14 (detailed design), 16 (acoustic isolation and sound attenuation for A3/A4 uses), and 20 (car club parking bays) of planning permission granted on 30/03/2012 (reference: 2011/6129/P) are outstanding and require details to be submitted and approved.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson  
Director of Culture & Environment