

# PLANNING, HERITAGE, DESIGN AND ACCESS STATEMENT

216 West End Lane (LB Camden)  
The Installation of New Shopfront and  
Associated Advertisements



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Appendix 1 - Planning Policy Context

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### Planning Statement

15/2880

## 1. INTRODUCTION

- 1.1. This Planning, Design and Access Statement is written on behalf of our client, Gail's Ltd. (hereafter referred to as Gail's), in respect of proposals at the ground floor premises at 216 West End Lane, London.
- 1.2. The planning application seeks permission for a new shopfront and advertisement consent for 1 no. externally illuminated fascia sign. The proposals are minimal and will retain the shopfront proportions, replacing the timber door and introducing a new timber stallriser and arched timber mullions. The existing shutter is to be removed. The proposals seek to improve the appearance of the building, replace a tired shopfront with a traditional design of high quality and complement the conservation area.
- 1.3. The proposals are intended to facilitate the operation of Gail's, an artisan bakery, from the premises. Gail's operate as a bakery under Use Class A1. These proposals represent an opportunity to improve the appearance of the unit.
- 1.4. The proposals will allow the opportunity to replace the existing, tired, shopfront and advertisements, improving the quality and appearance of the shopfront and parade of shops whilst also complementing the building and conservation area, as a whole. The design is of a high standard with good quality materials proposed. This will see a vast improvement in the appearance of the parade with the shopfronts either side lacking any particular qualities that would be desirable in the conservation area. Shopfronts within the conservation largely have their own style and identity with little consistency evident. It is therefore considered that the proposals would be in keeping with the character of the surrounding shopfronts and contribute positively to the shopping parade.
- 1.5. Overall the proposals are considered to comply with relevant planning policy and it is requested that planning permission is granted accordingly.

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*The planning application seeks permission a new shopfront and advertisement consent for 1 no. externally illuminated fascia sign.*

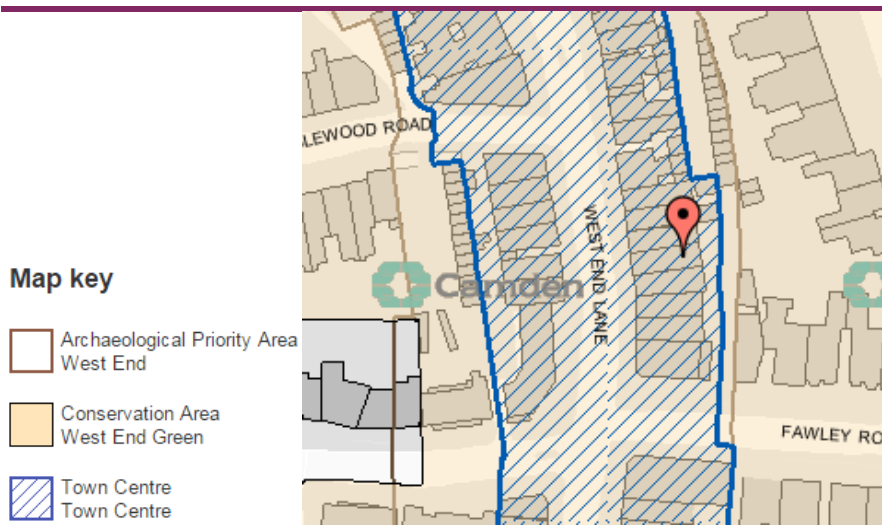
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## 2. SITE CONTEXT

- 2.1. The application site comprises a four storey building with a high hipped roof behind a parapet and pediment. Class A1 retail is located on the ground floor with residential use above. The rear of the unit has an alleyway leading to the rear yards of the properties. The ground floor was previously operated by 'Marie Curie', a charity shop. Access to the residential floors is via the rear of the property.
- 2.2. The unit forms part of a parade of shops within the Core Frontage of the West Hampstead centre. The host building is attractive with decorative features such as pediments to the heads of the windows and at parapet level. This is designed in sympathy with the remainder of the estate, with similar detailing found elsewhere in the conservation area. The unit is located between a pizza restaurant and another charity shop 'Scope'.
- 2.3. The application site is within the West End Green conservation area. West End lane is characterised by mansion blocks and flats. The conservation area appraisal states that 208-252 West End Lane make a positive contribution to the conservation area. The application site is included within these addresses. It is however considered that some of the shopfronts make a neutral contribution to the conservation area with weathered materials and poor designs which do not relate well to the upper floors of the building.
- 2.4. The parade is characterised by marble pilasters with decorative timber corbels which separate the individual shopfronts, creating uniformity throughout. Stallrisers are evident however there is little consistency between units and they are generally plain with little detail, as are the shopfront doors. Single doors are a consistent feature however the more attractive examples have a timber frame fanlight. There appears to be a variety of styles within the parade's shopfronts in terms of the configuration of windows and doors and there is a strong sense of individuality. Generally, a number of shopfronts on this side of the parade look to be in need of investment. Positive examples of high quality shopfronts are evident at No. 242 and 220 West End Lane.
- 2.5. Generally, the shopfronts within this parade are inconsistent, with a variety of designs within a uniform framework of pilasters, corbels and fascia levels. There appears to be an opportunity here to enhance the conservation area through granting permission for a shopfront of high quality that maintains a traditional shopfront framework.
- 2.6. The parade comprises of a mix of A1, A2, A3 and A4 units at ground floor, typical of town centres.
- 2.7. The building is neither Listed nor Locally Listed. It is also not an Asset of Community Value.

There appears to be an opportunity here to enhance the conservation area through granting permission for a shopfront of high quality that maintains a traditional shopfront framework.

## Proposals Map with Site Identified



Source: LB Camden

2.8. The image below highlight the traditional pilasters and corbels that are characteristic of the parade. Also shown are the less distinctive stallrisers. The image also highlights the lack of consistency between the designs of the shopfronts within the parade. The shopfront is of little particular quality and contributes little to the conservation area.

## Image of the Shopfront



Source: Planning Potential

## Planning History

- 2.9. Planning Application Reference **9080812** for 'Display of an externally illuminated fascia sign as shown on drawing no. 1' was **GRANTED** on 28 May 1991.
- 2.10. Planning Application Reference **9005069** for 'Installation of new shop front as shown on drawing no. 1 titled 'Proposed shopfront replacement on 216 West End Lane' was **GRANTED** on 14 May 1991.
- 2.11. Planning Application Reference **CA/4589/AD2076** for 'I refer to your application dated 22nd July, for installation of new shop front and display of illuminated fascia sign at the above address' was **REFUSED** on 09 December 1982.
- 2.12. Planning Application Reference **CA/4589/AD714** for 'The erection of an internally illuminated projecting box sign of width 18" (0.3m) and height 28" (0.6m) to read "WINES BEERS SPIRITS AND COFFEE", fixed to the northern pilaster' was **GRANTED** on 09 November 1977.
- 2.13. Planning Application Reference **F5/5/8/8981** for 'Change of use of part of rear of ground floor of 216 West End Lane, N.W.6. from shop to coffee grinding and roasting for retail and wholesale purposes and the installation of a roaster and three grinders in connection with this use' was **GRANTED** on 16 July 1970.
- 2.14. Planning Application Reference **TP83777/1960** for 'The use of the basement and ground floors of No. 216 West End Lane, Hampstead, for the purposes of wholesale trade and storage of general merchandise and offices' was **REFUSED** on 28 June 1960.
- 2.15. Planning Application Reference **TP83777/11016** for 'Installation of a new shop-front at No. 216 West End Lane, Hampstead, and the erection of a rear addition at basement level.' was **GRANTED** on 03 September 1959.

### 3. DESIGN

3.1. The application proposals are required to be assessed against the London Borough of Camden Council's adopted Core Strategy (2010) and Development Management Policies (2010). The proposals are also required to be assessed against the London Plan (March 2015) and National Planning Policy Framework (2012). A summary of the relevant policies are contained at **Appendix 1**.

#### Shopfront

3.2. The proposals seek to install a new shopfront. The proposals are as follows:

- The existing shutter is to be removed.
- The existing timber shopfront framework is to be removed and a new timber shopfront to be installed.
- New decorative timber mullions are to be installed to the glazing.
- The existing door is to be removed and replaced with a new timber door.
- The existing stallriser is to be removed and replaced with a decorative timber stallriser.
- A new ramp is to be installed to allow for easy access.

3.3. The proposals seek to secure high quality design, in line with Policy DP 24 of the Camden Development Policies (2010), by removing the existing metal shutter which has a negative impact on the shopfront and is discouraged in a conservation area. The existing timber framework is to be replaced and new arched timber mullions installed for traditional decorative purposes. The existing marble pilasters and timber corbels are to be retained. The positive elements of the shopfront are an important part of the appearance of the conservation area and the proposed retention is in line with Policy DP 25 and DP 30 of the Camden Development Policies (2010).

3.4. The proposed new door is a minimalist alteration with a width of 954mm (wider than the 775mm required in CPG1 Design). The proportions of the shopfront will be largely retained and timber will be used throughout. The existing plain stallriser will be replaced with a new decorative panelled stallriser giving a high quality appearance that will complement the attractive marble pilasters within the parade. The proposed timber arched mullions will give the shopfront a more traditional feel which will benefit the conservation area and feel of the parade, enhancing the overall appearance.

3.5. The existing shopfront is tired and in need of investment. The proposals have been carefully designed to maintain its existing proportions whilst improving its quality and appearance. The proposals consist of traditional materials that are relevant and sympathetic to the setting.

3.6. The proposed shopfront has been carefully designed and will accord with the Development Policies (2010) **Policy DP24 Securing High Quality Design**, **Policy DP25 Conserving Camden's Heritage** and **DP30 Shopfronts**, and **CPG1 Design (Section 7)**.

3.7. The proposals will improve upon the existing shopfront, positively enhancing the character and appearance of this part of the West End Green conservation area.

The proposals have been carefully designed to maintain its existing proportions whilst improving its quality and appearance. The proposals consist of traditional materials that are relevant and sympathetic to the setting.

### Adverts

- 3.8. Along with the new shopfront, the proposals also seek to install one new fascia sign to the shopfront elevation. The fascia board will be timber with metal lettering. The lettering will be externally illuminated via 3 No. lights. The illumination will be static and only illuminate the lettering on the fascia.
- 3.9. The proposed signage is discreet and has been carefully designed and will be in accordance with the Development Policies (2010) **Policy DP24** Securing High Quality Design, **DP26** Managing the Impact of Development on Occupiers and Neighbours and **DP30** Shopfronts and **CPG1 Design** (Section 8).
- 3.10. The fascia sign will create a cleaner and more sophisticated look to the shopfront, enhancing local distinctiveness whilst complementing the upper floors. The proposed signage is in proportion, and in relation to the premises and other units in the street scene in line with **CPG1 Design**.

### Shopfront and Advertisement Summary

- 3.11. Overall, the new shopfront and signage will improve the appearance of the unit and enhance the relationship between the ground floor and the upper floors. It will enhance the appearance of the conservation area and fully comply with the Council's policies.



#### 4. ACCESS

- 4.1. The level access on West End Lane will be maintained and customers including those with mobility difficulties and wheelchair users will be able to access the premises without difficulty, this is in line with the requirements of the Equalities Act 2010 and **CPG1 Design**.