

Planning – Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

16th December 2021

CP2018/47
BY PLANNING PORTAL

Dear Sirs,

UNITS 1 & 2, 199 WEST END LANE, LONDON, NW6 2LJ

APPLICATION FOR PLANNING PERMISSION AND ADVERTISING CONSENT

I am instructed by my client, Kinleigh Limited, to submit an application for full planning permission and advertising consent for the following development (Proposed Development) at Units 1 & 2, 199 West End Lane, London, NW6 2LJ (the Site):

'Alterations to shopfronts and new fascia signage.'

Accordingly, I enclose the following information:

- Completed application forms;
- Completed CIL question form;
- Design and Access Statement, prepared by City Planning;
- Existing and proposed drawings, prepared by Chord Design:
 - Location plan – CD-133-Location Rev B;
 - Existing block plan – CD-133-00-G00 Rev B;
 - Proposed block plan – CD-133-00-G01 Rev B;
 - Existing plan – CD-133-21-G00 Rev B;
 - Proposed plan – CD-133-20-G00 Rev C;
 - Existing & Proposed External Elevation – CD-122-28-G00 Rev C;
 - Signage Details & Shopfront Sections – CD-133-28-G01 Rev C;
 - Existing & Proposed Sections – CD-133-28-G01 Rev B; and
 - Signage Sections – CD-133-28-G03

In addition, I can confirm that the required fee of £366 will be paid via Planning Portal.

a. Introduction

Unit 1, 199 West End Lane is occupied by KFH estate agents (Class E, formerly Class A2 use). Unit 2 was previously occupied by the Black Katz estate agency, which vacated the unit in April 2021.

The proposed development includes installation of a new shopfront and signage at Unit 2, as well as alterations to the existing shopfront and signage at Unit 1, 199A West End Lane, to enable the KFH to occupy both units.

b. Site and surroundings

The Site consists of two commercial units (Units 1 and 2) on a ground floor of a four storey mixed use building located on the west side of West End Lane. Unit 1 is located on the corner of the building and Unit 2 adjoins it to the north. Both are accessed directly from West End Lane with secondary accesses to the parking area at the rear, accessed from Iverson Road. Neither of the units have level access due to the sloping nature of West End Lane.

Internally, Unit 1 has an open plan layout at the front with small storage and a bathroom at the rear. Unit 2 is laid out similarly but is smaller in size. Externally, Unit 1 has an aluminium shopfront painted in KFH corporate colour with a large glazed window and a fully glazed door. Fascia is set above the shopfront and extends to the full width of the unit. LED lighting batten is set above the fascia. The brick on both sides of the shopfront is painted to match the fascia. One internally illuminated fascia sign is located centrally above the shopfront window and one internally illuminated projecting sign is hung near the entrance. Unit 2 has a black timber shopfront set in from the main building line. A fully glazed door is set in the centre flanked by two fully glazed windows. Black aluminium fascia extends the width of the shopfront. A narrow panel with further advertising is set behind the fascia. One projecting sign is located at the fascia level.

In terms of the surrounding area, bordering Site to the north are two other commercial units located on the ground floor of 199 West End Lane. These are occupied by Starbucks and Costa coffee shops (Class E use). To the east of the Site, across West End Lane, is a variety of commercial units, which together with the Site form part of West Hampstead Town Centre. To the south of the Site, is London Overground West Hampstead Station entrance. Finally, to the west, at the rear of the Site, is a commercial building at 224 Iverson Road (also known as Hampstead West). In terms of the wider area, it has a mixed character. The commercial uses extend north to south along West End Lane, whilst areas to the east and west are largely residential.

In terms of accessibility, the Site has a Public Transport Accessibility Level (PTAL) of 6a, which is considered excellent. Finally, for clarification, the Site is neither listed nor locally listed.

c. Planning and property history

Having reviewed the London Borough of Camden's (LBC) online planning register for the Site, the following applications are relevant:

LPA ref:	Decision	Description
FL/8601704/R3	Granted 03/09/1987	Redevelopment of the former Beck and Pollitzer Site (119/203 West End Lane and 222 Iverson Road) to provide a basement, and three storeys plus attic building on the West End Lane frontage for mixed residential and retail uses, together with nine two-storey light industrial units at the rear.
A8880563	Granted 21/06/1989	Unit 2 – The display of an internally illuminated fascia sign measuring 1120mm by 4600mm and an internally illuminated projecting box sign measuring 500mm by 700mm by 160mm located 2780mm above ground level as shown on drawing no.4349/1
PL/8804671	Granted 03/07/1989	Unit 2 – Installation of a shopfront, as shown on drawing No. 4349/1.
PL/8905042	Granted 14/09/1989	Unit 1 – Retention of a shopfront, as shown on one unnumbered drawing.

A8980920	Granted 27/09/1989	Unit 1 – Retention of internally illuminated box sign measuring 0.855m x 0.450m as shown on drawing no. 669.
A9600299	Refused 30/10/1996	Unit 1 – Display of one externally illuminated single sided sign to measure 800 x 4900 mm attached to front of existing canopy, as shown on drawing KIN PSGEN 001.
2009/2384/P	Granted 14/09/2009	Unit 2 – Change of use of ground floor from retail (Class A1) to letting agents (Class A2).

As such, it is evident that both shopfront and signage alterations have been considered acceptable on this Site and within the designated shopping frontage.

d. Proposed development

This section should be read alongside the submitted proposed drawings. Planning permission is sought for a new shopfront to Unit 2, alterations to shopfront of Unit 1, along with advertising consent for new signage across both units.

In terms of shopfront alterations, the new shopfront to Unit 2 will be brought forward by 125mm in line with other shopfronts in the building, as shown on the Existing & Proposed Sections (Ref: CD-133-28-G02 Rev B) drawing. The existing shopfront will be removed and replaced by two full height glazed sections with centrally located door to match Unit 1. The access to both units will remain through Unit 1. The shopfront of Unit 1 will be retained but repainted to match the new, lighter KFH corporate colour scheme. Fascia panel above the shopfront will be raised by 150mm to match Unit 2.

In terms of signage, the fascia sign above Unit 1 will remain the same size but will be repainted in the new colour scheme and located centrally above the shopfront. The existing projecting sign to Unit 1 will be retained and also repainted. A small, new fascia sign will replace the existing signage above Unit 2. It will be located centrally above the glazing and will be painted in the colour scheme to match Unit 1.

e. Planning policy

The planning policy for the Site consists of the following documents:

- Camden Local Plan (CLP) (2017);
- Fortune Green & West Hampstead Neighbourhood Plan (NP) (2015); and
- London Plan (LP) (2021).

In addition, regard as been given to the following documents:

- Advertisements CPG (2018);
- Design CPG (2021); and
- Town Centres and Retail CPG (2021).

Finally, the Site is subject to the following planning policy designations:

- West Hampstead Growth Area;
- West Hampstead Town Centre;
- Secondary Shopping Frontage; and

- Fortune Green & West Hampstead Neighbourhood Area.

f. Policy considerations

The following matters are material planning considerations when determining these applications:

- Shopfront design; and
- Advertising consent

These are discussed in turn below.

Shopfront design

Policies D1 and D3 of the CLP require new and altered shopfronts to be of a high standard. The new shopfront has been designed to retain the proportions of the existing. The 125mm rising of the fascia at Unit 1 will ensure consistency of shopfront height is maintained across Units 1 and 2. Finally, the design, materials and detailing will reflect the building and the character of this shopping area. As such, the Proposed Development will accord with policies of the development plan and associated guidance.

Advertising consent

Policy D4 of the CLP requires advertisements to respect the form and design of the host building, as well as preserve and enhance the character of their setting. The proposed signage will replace existing signage, be appropriate in scale and set above each shopfront. The fascia signs will be externally illuminated, whilst projecting sign will be internally illuminated, as existing. The signage will be viewed in the overall context of the designated shopping frontage and West Hampstead town centre. As such, there will be no impact on public safety or amenity in accordance with the development plan, Advertisement CPG and National Planning Policy Framework.

g. Conclusions

This application seeks planning permission for the remodelling of the shopfront for Unit 2, as well as advertising consent for new signage. This will ensure that Unit 2 is successfully occupied and this designated shopping frontage contributes positively to West Hampstead Town Centre. The Proposed Development has been designed in accordance with the requirements of the development plan and should properly be granted planning permission.

I trust the enclosed documents provide you with all the necessary information to register and validate the application. If you require any further information then please contact me immediately.

Yours faithfully,

Viktorija Saveca
Associate

cc: Kinleigh Limited