

From: Larry Trachtenberg [REDACTED]
Sent: 27 January 2022 13:03
To: Planning Planning; Obote Hope
Subject: Re: Comments on 2021/5699/P have been received by the council.
Attachments: Main CAAC Submission on 208 West End Lane.docx

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc. Please note there have been reports of emails purporting to be about Covid 19 being used as cover for scams so extra vigilance is required.

I also attach a Word document which is formatted in such a way that the CAAC's comments will be easier to read.

Best wishes

Flick Rea
Conservation Area Advisory Committee

On Thu, 27 Jan 2022 at 12:58, <planning@camden.gov.uk> wrote:

The West End Green Area Conservation Advisory Committee takes a particular interest in this application because of the significance of 208 West End Lane within the conservation area. The property is one of the focal points of the West End Green conservation area, as indicated by the use of a photo of it on the front page of the “West End Green Area Appraisal and Management Strategy” which can be found at:
<https://www.camden.gov.uk/documents/20142/7924919/WestEndGreen+CA+Appraisal+ad+opted+draft+for+web.pdf/f0e91818-ded0-a611-c83e-c4e67b8f0a6d>.

The property is a landmark building which is effectively situated at a crossroads made up of West End Lane, Fawley Road and Dennington Park Road, with West Hampstead Library opposite and Hampstead Synagogue, a listed building, almost diagonally opposite.

208 West End Lane is also listed on page 26 of that documents as a property making a positive contribution to the conservation area.

We believe that the application should be rejected because it is in conflict with the following policies in the West End Green Area Appraisal and Management Strategy.

West End Green Conservation Area Management Strategy

- There has been an increased trend towards restaurants away from retail, resulting in some cases (but not all) in seemingly uncontrolled structures on the pavement, a number of which are quite obtrusive.
- applications for development will be determined having regard to the

special interest of the Conservation Area and the specialist advice of conservation officers;

We note the provisions of the October 2005 Supplementary Planning Document for West Hampstead Retail, Food, Drink and Entertainment Uses, and of the Camden Local Plan 2017, both with regard to limiting the number of food and drink usages on this primary West End Lane frontage. Appendix 4 on page 351 and also para 9.18 on page 283 of the 2017 Local Plan are relevant here. We therefore consider that a further food and drink use on this frontage would be excessive and in conflict with those policies, and should be rejected.

We note from a previous planning application that has subsequently been withdrawn that the applicant intends to place a significant number of chairs and tables on the Fawley Road frontage, with bifold doors opening onto that outside area. This would introduce the first restaurant usage on an important residential road within the Conservation Area, which we believe should be resisted.

Traffic management

De-cluttering the street scene should be a priority alongside creating priority for safe pedestrian movement.

The proximity of the premises to a pedestrian crossing is a particular cause of concern, particularly given that the delivery service hatch would be on the West End Lane frontage extremely close to an important and busy pedestrian crossing.

7.3 Local guidance

Shopfront design

The retention of traditional shopfronts and new ones of a high-quality design is actively encouraged in the CA and enforcement action will be taken for unauthorised works.

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. The loss of original/historic shopfronts will be resisted. Shop signage should be appropriate for the CA, respecting the proportions of shop frontages, and maintaining the characteristic divisions between units.

The CAAC has commented separately on the advertisement consent application with regard to the following: "Signage should be non-illuminated or externally illuminated and will usually consist of one fascia sign and one projecting sign and should not project above the traditional stringcourse or soffit of the shop front".

This signage, combined with new bifold doors, a new awning to West End Lane elevation, and other aspects of the design, would lead to a negative visual impact at the heart of the conservation area which we believe should be resisted.

We believe this is particularly important given, as stated above, that this landmark building is effectively situated at a crossroads made up of West End Lane, Fawley Road and Dennington Park Road, with West Hampstead Library opposite and Hampstead Synagogue, a listed building, almost diagonally opposite.

9 Procedures to ensure consistent decision making

The Council requires high quality applications for works in the Conservation Area, therefore applicants need to:

2. ascertain what is significant about the space/feature/building
3. understand the relevant policies and guidance
4. show what effect the proposal will have on the space/feature/building – this may require an historic environment impact assessment
5. illustrate the effect of the proposals on the local context – this may entail perspectives or visually verifiable montages

We consider that the application is for a standard Chipotle design used at its many premises, and pays no attention to the special characteristics of the Conservation Area.

Flick Rea

Conservation Area Advisory Committee

Comments made by West End Green Conservation Area Advisory Committee of 84
Agamemnon Road, London, NW6 1EH

[REDACTED]
[REDACTED]

Preferred Method of Contact is Email

Comment Type is Objection

CAAC objection to main application for 208 West End Lane

Application number: 2021/5699/P

Application type: Full Planning Permission

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