

Application No:	Consultee Name:	Received:	Comment:	Response:
2021/5699/P	Sarah	27/01/2022 21:45:45	INT	West Hampstead needs more businesses which provide a service to residents (an increasing number as more work from home, boosting the community during the day). We need a bank, a fishmonger, a post office, a gift type shop - a variety of retail offerings to make the village more functional and attractive. We have an imbalance of bars, fast food suppliers and restaurants. This application should be refused and the council should focus on attracting and supporting a wider variety of businesses to create a vibrant attractive high street which in turn will deliver higher council taxes and business rates.
2021/5699/P	Philip	27/01/2022 12:45:20	OBJ	This nature of restaurant, popular with fast food and delivery services, is not suitable for this location. The noise, pavement obstructions, litter, and scooter traffic associated with this is extremely unsuitable for this location.
2021/5699/P	B M	27/01/2022 19:48:47	SUPPRT	I live in the local area and I would like to support this application. There is no other Mexican restaurant in West End Lane and the suggested alterations seem reasonable.
2021/5699/P	Bonnie Farlow	27/01/2022 10:41:16	COMMENT	I would be very happy to have Chipotle open in West Hampstead on this location! I think this would be very good for our high street to have a new and vibrant eatery filling the space left by Barclay's.
2021/5699/P	C Leonard	27/01/2022 11:32:50	SUPPRT	A welcome addition to the high street.

Printed on: 28/01/2022 09:10:06

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/5699/P	Angela Warwick-Haller	28/01/2022 08:51:53	OBJ	<p>I object to this proposal on the following grounds:</p> <p>1) It would greatly restrict pavement access for the general public and in particular for the disabled, in a very congested area.</p> <p>1) The queues of deliveroo and uber bikes outside the fast-food outlet would be an added and very serious problem in the already fragile traffic situation of West End Lane.</p> <p>2) These bike queues, together with queues of people waiting for food at the delivery hatch, would also greatly add to the air, noise and litter pollution at an already polluted and busy traffic spot.</p> <p>3) The insertion of such a fast-food chain in West Hampstead would detract seriously from the precious West End Green conservation area.</p> <p>4) In the wake of the COVID devastation to UK businesses, we in Camden should be doing everything to promote the individual entrepreneurs in this country looking to innovate and provide services of high quality - not bolstering big foreign businesses who do not need our support to remain in business.</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/5699/P	West End Green Conservation Area Advisory Committee	27/01/2022 12:58:54	OBJ	<p>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/201427924919/WestEndGreen+CA+Appraisal+adopted+draft+for+web.pdf#0e91818-ded0-a611-c83e-e4e67b8f0a6d.</p> <p>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.</p> <p>208 West End Lane is also listed on page 26 of that documents as a property making a positive contribution to the conservation area.</p> <p>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.</p> <p>West End Green Conservation Area Management Strategy</p> <p>¶ 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.</p> <p>¶ applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of conservation officers;</p> <p>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.</p> <p>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.</p> <p>Traffic management De-cluttering the street scene should be a priority alongside creating priority for safe pedestrian movement.</p> <p>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</p>

Application No: Consultees Name: Received:

Comment:

Response:

Printed on: 28/01/2022 09:10:06

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

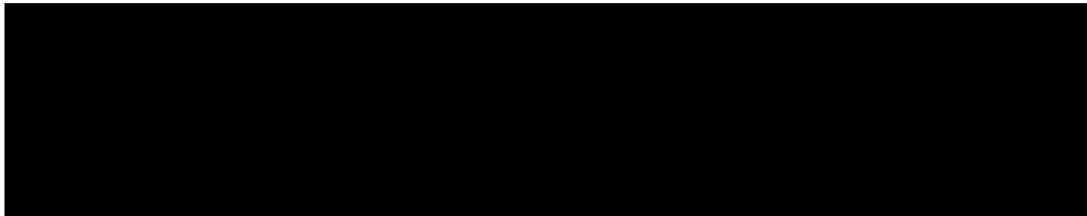
We consider that the application is for a standard Chipotle design used at its many premises, and pays no attention to the special characteristics of the Conservation Area.

Flick Rea

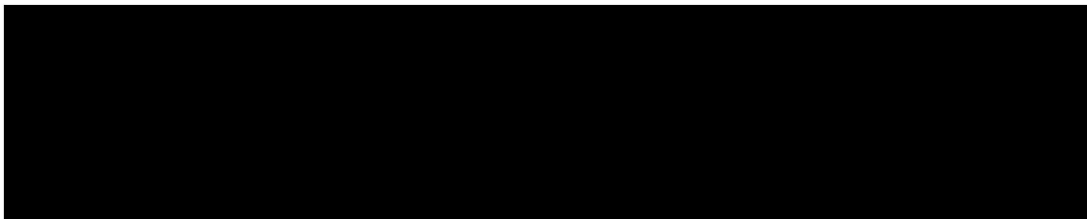
Conservation Area Advisory Committee

Application No: Consultees Name: Received: Comment: Response:

Printed on: 28/01/2022 09:10:06



2021/5699/P	Adrien	27/01/2022 14:22:46	OBJ	West End Lane is already full of large takeaway chain adding one will continue to denature the street and increase the traffic and noise of takeaway drivers.
2021/5699/P	Maria Vieira	27/01/2022 21:46:11	OBJ	Objection to Chipotle in West Hampstead - destroys the charm and character of the area. Thus should be a little independent business, not part of a major chain fast food



Application No: Consultees Name: Received: Comment: Response:

Printed on: 28/01/2022 09:10:06

