

Planning and Building Development
London Borough of Camden
5 Pancras Square
London
N1C 4AG

7th October 2022

CP2018/47
BY PLANNING PORTAL

Dear Sirs,

199A WEST END LANE, LONDON, NW6 2LJ
APPLICATION FOR ADVERTISEMENT CONSENT

I am instructed by my client, Kinleigh Limited, to submit an application for advertisement consent for the following development (Proposed Development) at 199a West End Lane, London, NW6 2LJ (the Site):

'Display of non-illuminated signage board measuring 5m in width, 1m in height and 0.03m in depth on the south elevation of 199a West End Lane.'

Accordingly, I enclose the following information:

- Completed application forms;
- Site Location Plan;
- Existing and proposed drawings, prepared by Chord Design:
 - Existing & Proposed Block Plans – CD-133-00-G00;
 - Existing Side Elevation – CD-133-28-G02 Rev A;
 - Proposed Side Elevation – CD-133-28-G00 Rev B; and
 - Signage Details – CD-130-28-G01 Rev B.

In addition, I can confirm that the required fee of £132 will be paid via Planning Portal.

a. Site and surroundings

The Site forms part of a late 1980s red brick four-storey mixed-use building located on the west side of West End Lane. The four ground floor commercial units of the building are known as 199 West End Lane, whilst the residential units above are known as Redcroft, 224 Iverson Road. This application relates to the commercial unit at 199A West End Lane (the Site) located on the southern end of the building. The Site is occupied by KFH estate agents.

The main shopfront of the Site faces West End Lane. The flank wall of the Site faces West Hampstead London Overground station (the Station). The Station has been undergoing redevelopment, following approval of the planning application (LPA ref: 2014/7966/P) in 2016. This is discussed in further detail in the *Planning History* section of this letter.

In terms of the surrounding area, as set out above, bordering the Site to the south is the Station and train tracks. The train tracks and platforms are located below the street level of West End Lane and the station building. Bordering the Site to the west is a commercial development at 224 Iverson Road

(also known as Hampstead West). Opposite the Site is a terrace of single storey commercial properties fronting West End Lane. Bordering the Site to the north are two other ground floor commercial units within 199 West End Lane (Starbucks and Costa cafes).

In terms of the wider area, the Site together with other commercial units along West End Lane form part of West Hampstead District Town Centre. This part of West End Lane is also designated as a secondary shopping frontage. West End Lane is a busy street with a mix of commercial uses. There is a mix of buildings from historic to modern. Shopfronts and signage also vary in style and give the town centre its vibrant character. In addition, the area surrounding the Site is designated as West Hampstead Growth Area. Finally, for clarification, the Site is neither listed nor locally listed.

b. Planning history

This section sets out the planning history relevant to the Site, followed by other relevant applications.

The Site

Having reviewed the London Borough of Camden's (LBC) online planning register, 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.
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.
2021/3099/P	Granted 23/12/2021	Shopfront alterations at ground floor level, involving works to align frontages and fascia heights of 199A (Unit 1) and 199B (Unit 2).
2021/4260/A	Granted 23/12/2021	Display of 2 externally illuminated (trough-lit) fascia box signs and replacement internally illuminated (90mm lettering only) projecting sign.

It is evident that a variety of adverts associated with the Site have been considered acceptable.

Other relevant applications

On 2nd August 2016, a planning application (LPA ref: 2014/7966/P) was granted for the erection of a new station building with an associated retail unit, platform improvements and landscaping at West Hampstead Overground Station. Once complete, this existing station building immediately next to the Site will be relocated further south and the existing station building will be redeveloped into a retail unit with secondary access to platforms. The works to implement this consent are underway. A new station building has been erected and conversion of the existing station building is due to begin. In the area immediately next to the flank wall of the Site original stairs to the platform have been removed. This space now accommodates plant at two levels.

c. Proposed development

This section should be read alongside the proposed drawings. Advertisement consent is sought to display one signage on the south elevation of the Site, in association with the KFH estate agents located in the building.

The proposed signage would measure 1m in height, 5m in width and 0.03m in depth. It will be made of aluminium face and polyethene core with a non-reflective (matt) finish. It will have KFH corporate colour scheme (RAL 3027) in the background, white lettering and a band of four colours along the bottom edge, including Pantone 7409, 268, 297 and 7482. For clarification, the signage will not be illuminated externally or internally.

d. 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 has been given to the following documents:

- Advertisements CPG (2018);
- Design CPG (2021); and
- National Planning Policy Framework.

e. Policy considerations

Paragraph 7.81 of the CLP states:

“Advertisements are only controlled in respect to their effect on amenity and public safety.”

The National Planning Practice Guidance defines ‘amenity’ as follows:

“In practice, ‘amenity’ is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.”

Policy D4 of the CLP sets out when the advertisement will be supported or resisted by the Council. Overall, advertisements should respect the form and design of the host building, as well as preserve and enhance the character and amenity of their setting and surrounding area. Further guidance on signage boards and hoardings is provided in paragraphs 1.19-1.23 of the Advertisement CPG.

In response, the proposed signage will be located on a side elevation of a mixed-use building in a commercial area within West Hampstead Town Centre and West Hampstead Growth Areas. Signage and hoardings form part and parcel of the character of these areas. When viewed in limited views from West End Lane, the signage will be seen within the context of the row of shops that form part of the secondary shopping frontage within the town centre. When viewed from the Station platforms, the signage will be seen within the context of the retail units on West End Lane, commercial uses at the rear of the Site and retail unit within the Station.

The placement of the sign has been carefully considered. It will be modest in size and appear subservient to the host building on this elevation. It will be set horizontally between the existing grey banding, therefore appearing as an integral part of the building. Furthermore, it will be set below the

roof ridge and eaves, as well as centred to the gable on the side elevation of the Site. Finally, the proposed colour of the signage is sympathetic to the red brick of the host building.

In addition to the above, the proposed signage will not be illuminated and will have matt finish to prevent any reflection and glare. These materials have been agreed following the consultation Applicant undertook with the rail operator.

In terms of public safety, paragraph 7.86 of the supporting text to Policy D4 of the CLP sets out when the advertisement will not be considered acceptable in terms of impact on safety. In response, the proposed signage will:

- Not obstruct or impair sight lines to road users;
- Not reduce the effectiveness of a traffic sign or signal;
- Not be illuminated or be made of reflective finishes;
- Be modest in size and appearance, therefore will not result in distraction to drivers; and
- Be placed away from the street and pavement, therefore not having any impact on the pedestrian movement in the area.

In light of the above, the size, location, materials, details and illumination of the proposed signage have been carefully considered. The proposed signage will have no impact on public safety or amenity.

f. Conclusions

This application seeks advertisement consent to display a modestly sized signage board on a flank elevation of the KFH estate agents branch within West Hampstead Town Centre, fronting West Hampstead Overground Station. The signage board has been carefully designed to be appropriately sized to the scale of the building and will integrate within the detailing of the existing flank wall of the building. As such, it will not harm the visual amenity of the building or surrounding area. Furthermore, the chosen material, design and lack of illumination will ensure there will be no harm to public safety.

In light of the above, it is considered the proposed advertisement accords with the development plan policy, guidance and the NPPG and should properly be granted consent.

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