

Application ref: 2023/1187/A  
Contact: Duty Determination Team  
Tel: 020 7974 4444  
Email: [Planning@Camden.gov.uk](mailto:Planning@Camden.gov.uk)  
Date: 30 April 2023

**Development Management**  
Regeneration and Planning  
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Mrs Victoria Cartwright  
280 West End Lane  
London  
NW6 1LJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**280 West End Lane  
London  
NW6 1LJ**

Proposal:

Display of a new fascia sign with lettering, a projecting sign and lettering signs (4) on the new shop windows.

Drawing Nos: Site Location Plan, 01 Current Elevation, 02 Exposed (Underneath - Current Fascia), 04 Proposed Shopfront with Awnings, 05 Side Profile of Proposed Awning, 08 Exterior Lighting Information

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or

aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reasons for granting consent:

Advertisement consent is sought for the display of a new fascia sign with lettering, a projecting sign and lettering signs (4) on the new shop windows (There is a contemporaneous planning application (2023/0947/P) for a new shopfront and three part awning).

Applications for advertisement consent must be considered in relation to impacts on amenity and safety.

Due to their size, siting, design and appearance, the signs would not harm the visual amenity of the area, the character or appearance of the Conservation Area, or the amenity of any neighbouring occupiers. The proposed fascia sign would be flush with the front elevation/shopfront and it would occupy the same space as the previous fascia sign between the shopfront and the first floor windows. It would also be similar in size and siting to other fascia signs in the parade within which the application site sits, which also reach the stonework below the first floor windows on the buildings. Three aluminium down lamps with 450 lumens are proposed. These would provide a modest amount of illumination and would not result in excessive illumination of the sign to the detriment of the significance of the

Conservation Area. Other units in the neighbourhood centre have externally lit fascia signs with 'Hampstead Suites' and 'Peppercorns' having full width strip lights.

The gold leaf painted lettering signs on the windows of the (new) shopfront windows would be appropriately sized for the character and appearance of the site and the Conservation Area and they would not harm the visual amenity of the site or area. These would not be illuminated.

A550mm diameter circular projecting sign on the side of the fascia sign next to 280 West End Lane. The projecting sign would be modestly sized and appropriately sited. It would be modestly lit by two aluminium spotlights at 350 lumens. Previously there was an externally lit projecting sign in the same location and the proposal would not cause any further harm to the visual amenity of the site/Conservation Area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The height, projection and illumination of the signs would not result in any undue obstruction or distraction to users of the footway or carriageway and there would be no loss of safety on the highway.

As such, the proposed development is in general accordance with policies A1, D4 and T3 of the Camden Local Plan 2017, policies 2, 3 and 9 of the Fortune Green & West Hampstead Neighbourhood Plan 2015, the London Plan 2021 and NPPF 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the name and title of the signatory.

Daniel Pope  
Chief Planning Officer