

Application ref: 2023/4381/A
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Iceni Projects
44 Saffron Hill
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
208 West End Lane
London
Camden
NW6 1UY

Proposal:
Display of 1 x externally illuminated fascia sign to Fawley Road Elevation.

Drawing Nos: Cover letter (prepared by Iceni, dated 13/10/2023); Site Location Plan; 4985/04/C; 4985/05-1/A; 4985/05-2/A.

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:

The proposal is for the display of one externally illuminated sign to the fascia level of the existing shopfront. It would be located to the elevation facing Fawley Road and would match the existing fascia signage to the West End Lane elevation.

The proposed signage is considered to be acceptable in terms of its size, design, materials, and positioning. The method of illumination is external and matches the style of the existing lighting to the shopfront. The 'down-light' illumination and overall design of the lighting would be considered appropriate for the context of the conservation area and for the site's prominent position on West End Lane. The fascia signage is subordinate, appropriate in detailing, and matches the design of what has already been approved and is located at an appropriate height.

The proposals would not be harmful to visual amenity nor pedestrian and vehicular safety.

No objections were received prior to the determination of the application and the planning history of the site has been taken into account when coming to this decision.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with Policies D1, D2, and D4 of the London Borough of Camden Local Plan 2017 and Policies 2 and 3 of the Fortune Green and West Hampstead Neighbourhood Plan. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 printed name and title.

Daniel Pope
Chief Planning Officer