

Application ref: 2024/2319/A
Contact: Alex Kresovic
Tel: 020 7974 3134
Email: Alex.Kresovic@camden.gov.uk
Date: 11 July 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Firstplan
Firstplan
Broadwall House
21 Broadwall
London
SE1 9PL
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
156 West End Lane
London
NW6 1SD

Proposal:
Installation of 1 x internally illuminated fascia sign and 1 x nternally illuminated projecting sign.
Drawing Nos: Planning Cover Letter dated 17 May 2024 prepared by FirstPlan Ref:
24179/SH/TA/mym, FIV297-P410 Rev B 14/05/24, FIV297-P401, FIV297-P211, FIV297-P203, FIV297-P202.

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 permission:

The fascia sign will read 'FIVE GUYS' and would sit above the entrance, circa 3940mm wide and 460mm high. The letters of the fascia will be internally illuminated.

The projecting sign will also read 'FIVE GUYS' and would sit 3m above the finished floor level. The proposal projects 820mm from the building face, whilst the sign itself would be 700mm wide, and 700mm tall. The letters of the projecting sign will be internally illuminated and sits 3090mm above the natural ground level.

The canopy, subject to a separate proposal (2024/1979/P), will consist of non-illuminated white letters which would also read 'FIVE GUYS'. The letters will be 825mm wide and 100mm high. The canopy will be red in a cloth material and will sit 2830mm above the finished floor level.

The proposed signs are considered acceptable in terms of their size, number, position and do not appear out of proportion with the building or the area. The design of the signage reflects the character and materiality of the recently redeveloped building, and is in keeping with the character of this part of the Conservation Area.

The proposed signage would not impact on amenity in terms of outlook, nor would

they be harmful to either pedestrian or vehicular safety. Overall, the advertisements are considered appropriate in this context. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. 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 written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer