

Application ref: 2024/0337/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Email: Leela.Muthoora@camden.gov.uk
Date: 23 September 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

UPP Architects + Town Planners
Atrium
The Stables Market
Chalk Farm Road
London
NW1 8AH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
335 West End Lane
London
NW6 1RS

Proposal:
Display of 1x internally illuminated fascia sign.
Drawing Nos: Site Location Plan, (000GO-A-) 03-001, 03-101 Rev 1, 05-001 Rev 1, 05-101 Rev 1, 06-001 Rev 1, 06-101 Rev 1, 06-102 Rev 1, 06-103 Rev 1.

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 site is a four-storey mid-terraced building with a restaurant located on the ground floor and residential accommodation above. It is located on the south-west side of West End Lane within a commercial parade opposite West End Green and is within the West End Green Conservation Area.

The proposed fascia sign is considered acceptable in terms of size, location, detail and method of illumination. It would be appropriate to the shop unit and building and in keeping with the retail parade. Following officer advice, the proposal has been amended to be proportionate to the shopfront elements and does not extend above cornice or below the capital, which retains overall balance.

The proposed sign is modest in scale, it would not be unduly dominant in the street scene and would preserve the character and appearance of the West End Green Conservation Area.

Whilst illuminated advertisements have some impact in terms of light spill, the sign is in a typical position at a low level of illumination. Therefore, it would not be considered unduly dominant in the street scene or intrusive to neighbouring occupiers, nor would it be harmful to either pedestrians or vehicular safety and

raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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 (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 The current advertisement sign is unauthorised. The Borough Solicitor will be instructed to commence enforcement action should the advertisement sign hereby approved not be implemented within 6-months of the date of this consent.

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



Daniel Pope
Chief Planning Officer