

Application ref: 2024/3292/A
Contact: Fast Track SC
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Date: 30 September 2024

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

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planning@camden.gov.uk

www.camden.gov.uk/planning

Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**100 West End Lane
London
Camden
NW6 2LU**

Proposal:

Replacement of 1 x externally illuminated projecting sign, 2 x externally illuminated fascia signs, 2 x non-illuminated fascia signs, 1 x non illuminated door plaque, 1 x internally illuminated menu case, 1 x non-illuminated advertising board

Drawing Nos: 188774 (Rev A) (Pg 1-11)

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 Reason for granting:

The applicant seeks advertisement consent for the replacement of 1 x externally illuminated projecting sign, 2 x externally illuminated fascia signs, 2 x non-illuminated fascia signs, 1 x non illuminated door plaque, 1 x internally illuminated menu case, 1 x non-illuminated advertising board. The application site is located on West End Lane in the South Hampstead Conservation Area.

The projecting sign will be externally illuminated by slimline LED trough lights and consist of a double sided digital print pictorial sign applied to a painted aluminium panel. The 2 x fascia sign on the north and west elevation shall be externally illuminated by four spot lights. Illumination will be static and set at 250 cd/m. 2 x hand painted non-illuminated fascia signs are located about the corner entrance and the wide doors on the northern elevation. The antique plaque sign is non - illuminated and would be black timber and cast bronze, it would not be illuminated. .consists of Cast bronze and Black Timber Patress this is considered to be acceptable and in keeping with character and appearance of the host building. The menu box will be internally illuminated and consist of an A3 Black menu case. Illumination will be static at set at 200 cd/m. The amenity sign is non-illuminated and consist of a hand painted Timber plywood panel with aluminium angle finish.

The proposed signage replaces similar signage and is considered to be acceptable in terms of its size, design, materials, location and method of illuminations and would not appear to be incongruous in this location and setting. The illumination levels of between 200cd/m and 25cd//m are appropriate for the South Hampstead Conservation Area.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the wider South Hampstead Conservation Area.

There are no amenity concerns to neighbouring properties as a result of this proposal given the minor nature of the alterations to existing commercial frontages.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the South Hampstead 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 proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, London Plan 2021 and the National Planning Policy Framework 2023.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 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) 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.

- 4 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.

- 5 This application for advertisement consent does not grant consent for the following works shown on the approved drawings: the painting of the building, the 7 x floodlights and the 8 x wall lights which would all likely require planning consent. You are advised that the painting of the front or sides of the property where they face the road, if different from the traditional surface treatment requires planning consent as controlled by the Swiss Cottage (now South Hampstead) Article 4 direction, more details of which can be found here: <https://www.camden.gov.uk/article-4-directions-heritage-and-conservation#:~:text=Article%204%20Directions%20remove%20certain%20permitted%20development%20rights>

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