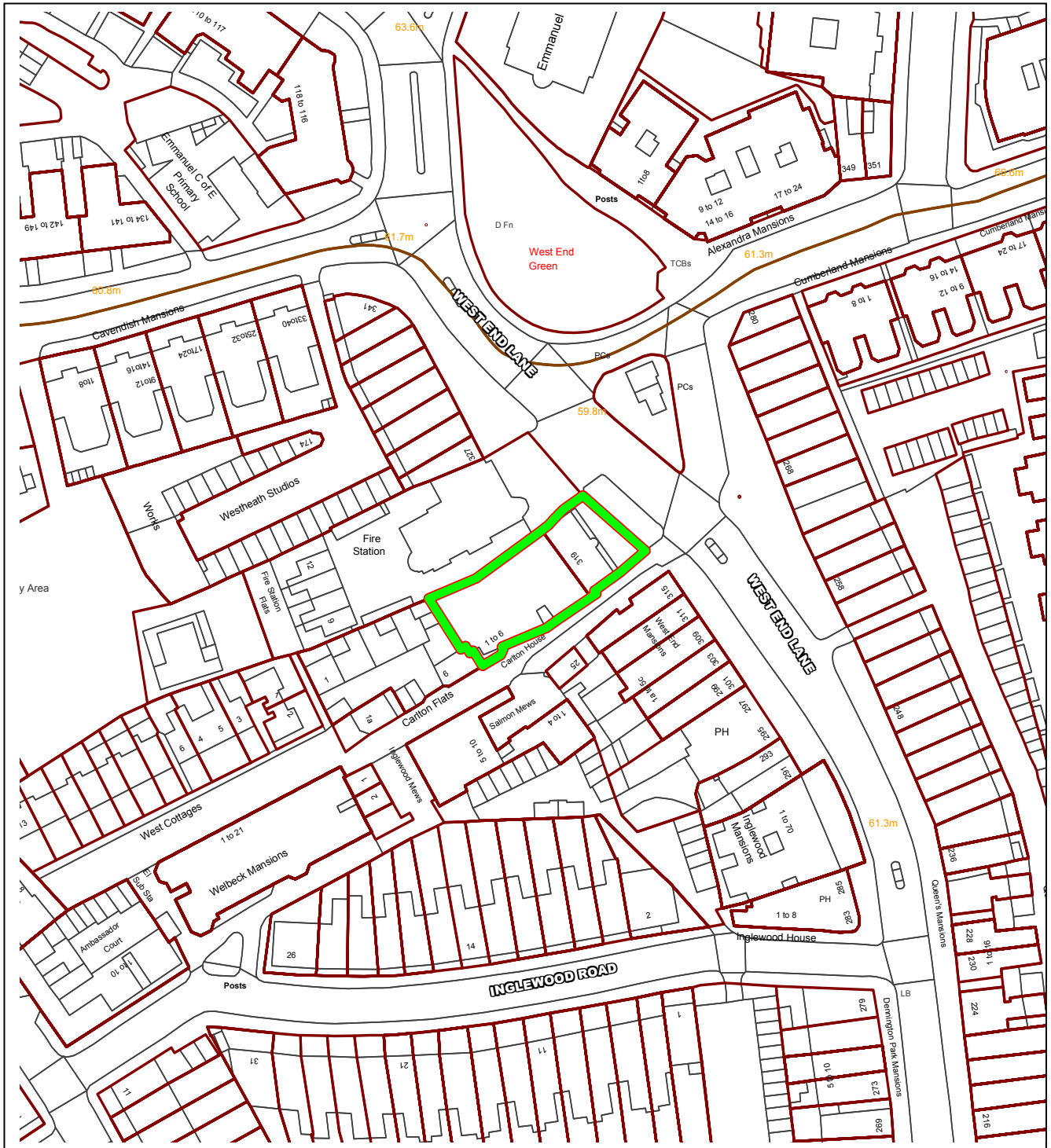


319 West End Lane



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319 West End Lane – Photos



Delegated Report (Member's Briefing)		Analysis sheet		Expiry Date:	05/11/2013
		N/A		Consultation Expiry Date:	N/A
Officer			Application Number(s)		
Seonaid Carr			2013/5481/A		
Application Address			Drawing Numbers		
319 West End Lane London NW6 1RN			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of fascia sign to the front and side elevations with internally illuminated lettering and internally illuminated projecting sign to front elevation.					
Recommendation(s):		Grant conditional advertisement consent			
Application Type:		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	N/A					
CAAC/Local groups comments:	<p>West End Lane CAAC were consulted on associated application 2013/5369/P but have raised objection to the proposed signage on the following grounds:</p> <ul style="list-style-type: none"> It is important that shopfronts maintain the visual character and appearance of the street through respect for the proportions, rhythm and form of the original frontage, shop signage should be appropriate for the Conservation Area, respecting the proportions of shop frontages and maintaining the characteristic division between units; Signage should be non-illuminated or externally illuminated, we object to the proposed internally lit front sign and would prefer to see something lit from an external source. <p>Officer comment:</p> <ul style="list-style-type: none"> A response in regard to the above is provided within paragraph 2.3. 					

Site Description

The application site relates to a ground floor unit of a detached building to the western side of West End Lane. The upper levels of the building are in residential use (Class C3), accessed via West Cottages, the road bounding the site to the south. To the north of the site is the Grade II listed fire station. The application site is currently in use as a restaurant (Class A4).

The site is located within the West Hampstead Town Centre and within the West End Lane Conservation Area.

Relevant History

2013/5369/P - Variation of condition 5 (opening hours to be extended) and removal of condition 4 (use from restaurant (A3) to shop (A1)) of planning permission dated 26/07/1996 (ref 9501970R6 relating to use of the building as a restaurant). Application pending consideration.

2013/5367/P - Alterations to existing shop front and erection of dormer window to rear elevation and alterations to the side elevations including installation of louvers within existing ground floor openings and replacement windows in association with existing building. Application pending consideration.

Relevant policies

The National Planning Policy Framework (2012)

The London Plan (2011)

Core Strategy and Development Policies (2010)

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2011 (as amended)

CPG1 (Design)

Town and Country Planning (Control of Advertisements) (England) Regulations (2007)

West End Green Conservation Area Appraisal and Management Strategy (2011)

Assessment

1. Proposal

1.1 Advertisement consent is sought for the display of a fascia sign to the front and side elevations with internally illuminated lettering and internally illuminated projecting sign to front elevation.

1.2 The proposed fascia to the front elevation would span the full width of the unit at 16.2m wide along the side elevations it would measure 6.2m to each elevation. The fascia would be sited 3.3m above ground level, measuring 0.8m in height. The fascia would have fret cut lettering applied in three places which would read the opening hours, 'little Waitrose' and the shop number, only the lettering 'little Waitrose' would be internally illuminated and applied to the fascia. To front elevation at the right side of the fascia would be a projecting sign sited at fascia level measuring 0.85 x 0.55 x 0.8 this would be internally illuminated and sited 3.5m above ground level.

1.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2. Amenity

2.1 Although the proposed signage would enclose part of the fascia level, the detailing located to the upper section of the fascia area would be retained and unobscured by the proposed signage. The fascia and projecting sign would sit within the fascia area and would not appear overly dominant in the context of the shop frontage and is considered acceptable in terms of proportions and design.

2.2 With regard to the impact on the conservation area, it is noted within the Conservation Area Appraisal that shop signage should be appropriate for the CA, respecting the proportions of shop frontages, and maintaining the characteristic divisions between units. Signage should be non-illuminated or externally illuminated and will usually consist of one fascia sign and one projecting sign and should not project above the traditional stringcourse or soffit of the shop front.

2.3 The fascia itself would not be illuminated, it would be the lettering applied to the fascia that would be illuminated, it is important to note that not all lettering on the fascia would be illuminated. To the front elevation, the fascia would include fret cut letters with the opening hours. 'little Waitrose' and the shop number. It would only be the lettering 'little Waitrose' that would be internally illuminated and applied to the fascia sign. As the entire fascia would not be internally illuminated it is not considered it

would cause harm to the character and appearance of the conservation area. The projecting sign would be internally illuminated however only the lettering would appear illuminated and given the scale of the sign it is considered it would not harm the character and appearance of the conservation area. The signage would be unduly obtrusive in the street scene or disturb occupiers.

3. Public Safety

3.1 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

4. Conclusion

4.1 The proposed advert is in general compliance with policies CS14 and DP24 of the Local Development Framework the application is therefore recommended for approval.

5. Recommendation - Grant conditional advertisement consent

DISCLAIMER

Decision route to be decided by nominated members on Monday 3rd 2014. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

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

Application Ref: **2013/5481/A**
Please ask for: **Seonaid Carr**
Telephone: 020 7974 2766

27 February 2014

Dear Sir/Madam

DRAFT
DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Advertisement Consent Granted

Address:
319 West End Lane
London
NW6 1RN

DECISION

Proposal:
Display of fascia sign to the front and side elevations with internally illuminated lettering and internally illuminated projecting sign to front elevation

Drawing Nos: 11260-PL-18, 11260-PL-005 Rev C and 11260-PL-006 Rev B

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.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

Culture and Environment Directorate
(Duly authorised by the Council to sign this document)