

Delegated Report		Analysis sheet		Expiry Date:		27/07/2007	
		N/A / attached		Consultation Expiry Date:		12/07/2007	
Officer				Application Number(s)			
Sheri Waddell				2007/2692/A			
Application Address				Drawing Numbers			
319 West End Lane London NW6 1RN				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
The display of an internally illuminated fascia sign on the front elevation, an externally illuminated fascia sign on the north elevation and an internally illuminated logo over the entrance, including replacement of awnings with new ones with the Pizza Express logo.							
Recommendation(s):		Grant advertisement consent					
Application Type:		Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		SN displayed – expiry date 12/7. No response received.					
CAAC comments:		West End Green CAAC – no response received.					
Site Description							
Ground floor unit of a detached 3-storey + attic building within the West End Green conservation area. The ground floor, which has a large single storey front extension, is in Class A3 use – a Pizza Express restaurant. There is a significant open area at the front, which is currently enclosed by metal railings and planter tubs. The front extension has a stone fascia, on which the blue neon lettering that was the subject of the application below is currently being displayed.							
Relevant History							
Consent granted 27/2/97 [AW9605121] for display of neon tubing and letters "Pizza Express" on front fascia panel of front extension of restaurant.							
Relevant policies							
Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.							
Replacement UDP 2006 S1/S2 – sustainable development B1 – general design principles B4 – shopfronts, advertisements and signs B7 – conservation areas.							
Camden Planning Guidance 2006 West End Green/Parsifal Road CAS							

Assessment

Proposal is in several parts:

1. The replacement of the neon tubing on the central part of the stone fascia with internally illuminated individual lettering to read "Pizza Express"
2. The display of a similar sign on the northern return of the stone fascia, which is currently blank
3. The display of two canopies, one on either side of the entrance, with a "Pizza Express" roundel logo centrally placed on each, and small lettering [also to read "Pizza Express" on the front valance]. As the canopies display advertisements, they require advertisement consent but not planning permission.
4. The display of a "Pizza Express" roundel logo on a new metal arch over the main front entrance. This comes within the same category as a canopy i.e. it is a structure the primary purpose of which is the display of an advertisement, and so similarly requires advertisement consent but not planning permission.

Assessment:

1. The new advertisement is in a similar position and of a similar size to the existing advertisement. It respects the symmetry and detailing of the building, and will not therefore adversely impact on either the appearance of the building or the character and appearance of the conservation area.
2. The advertisement on the return frontage of the fascia also respects the detailing of the building, and because it is "read" as an advertisement on a separate elevation of the building, it will not add to an unacceptable clutter of advertisement material on the building.
3. The advertisement roundel logo and lettering on the canopies are similarly respectful of the symmetry and detailing of the building, and will not therefore adversely impact on either the appearance of the building or the character and appearance of the conservation area.
4. This is also the case with the advertisement roundel logo above the central entrance.

Overall, the signs are considered to be appropriately positioned on the building and to be generally consistent with the requirements of both policy and design guidelines. They will preserve the character and appearance of this part of the conservation area, which is generally commercial in character with a variety of illuminated and non-illuminated advertisement material at ground floor level.

Recommendation: Grant consent

