

Delegated Report		Analysis sheet		Expiry Date:		14/06/2007	
		N/A / attached		Consultation Expiry Date:		25/05/2007	
Officer				Application Number(s)			
Sheri Waddell				1. 2007/1609/P 2. 2007/1547/A			
Application Address				Drawing Numbers			
190 West End Lane London NW6 1SG				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1. Installation of a new shopfront. 2. Display of externally illuminated fascia and projecting signs.							
Recommendation(s):		1. Grant planning permission 2. Grant Advertisement consent					
Application Types:		Full Planning Permission Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	11	No. of responses No. electronic	00 00	No. of objections	00	
Summary of consultation responses:	AO's expire 23/5; SN expires 25/5						
CAAC comments:	WEGCAAC – comment. Please ensure projecting sign fits with the guidelines.						
Site Description							
Mid-terrace property on the eastern side of West End Lane within the West End Green and Parsifal Road conservation area. Ground floor is a retail shop with an existing non-original aluminium-framed shopfront. There is a single entrance door at the northern end, with a single large pane of glass at the side, and a very small stallriser; it is framed by two pilasters with corbelled tops, and a fascia with an existing illuminated sign. It also has an existing projecting sign on the northern pilaster at fascia level, and a roller shutter.							
Relevant History							
None.							
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							
SD1c – access for all							
B1 – general design principles; B4 – shopfronts, advertisements and signs; B7 – conservation areas							
West End Green and Parsifal Road CAS							
Camden Planning Guidance 2006							
Assessment							
Shopfront – a new timber framed shopfront with a powder coated steel door will be installed within the “frame” of the existing pilasters and fascia. The height of the stallriser will be increased and the existing entrance moved to a central position, which improves the overall proportions. A new DDA compliant door will be installed. This will improve access for all. The specifics of this will be controlled under the Building Regulations.							
Advertisements - proposal is to replace existing signage with externally illuminated fascia and projecting signs. Both are in accordance with policy and design guidelines – they are appropriately located on the building and of acceptable form/proportions. The projecting sign has a clearance of 2.3m.							
The new shopfront and signage will enhance character/appearance of the building and conservation area.							
Recommendation: Grant planning permission and advertisement consent							

