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|--|--|--|-------------------------------------|----------------------------------|-------------------|-------------------|--|
| <b>Delegated Report</b>  |  | <b>Analysis sheet</b>  |                                     | <b>Expiry Date:</b>              |                   | <b>14/06/2007</b> |  |
|  |  | N/A / attached   |                                     | <b>Consultation Expiry Date:</b> |                   | <b>25/05/2007</b> |  |
| <b>Officer</b>   |  |  |                                     | <b>Application Number(s)</b>     |                   |                   |  |
| Sheri Waddell  |  |  |                                     | 1. 2007/1609/P<br>2. 2007/1547/A |                   |                   |  |
| <b>Application Address</b>   |  |  |                                     | <b>Drawing Numbers</b>           |                   |                   |  |
| 190 West End Lane<br>London<br>NW6 1SG   |  |  |                                     | See decision notice              |                   |                   |  |
| <b>PO 3/4</b>  | <b>Area Team Signature</b>   | <b>C&amp;UD</b>  | <b>Authorised Officer Signature</b> |                                  |                   |                   |  |
|  |  |  |                                     |                                  |                   |                   |  |
| <b>Proposal(s)</b>   |  |  |                                     |                                  |                   |                   |  |
| 1. Installation of a new shopfront.<br>2. Display of externally illuminated fascia and projecting signs.   |  |  |                                     |                                  |                   |                   |  |
| <b>Recommendation(s):</b>  |  | 1. Grant planning permission<br>2. Grant Advertisement consent |                                     |                                  |                   |                   |  |
| <b>Application Types:</b>  |  | Full Planning Permission<br>Advertisement Consent              |                                     |                                  |                   |                   |  |
| <b>Conditions:</b>   |  | Refer to Draft Decision Notice                                 |                                     |                                  |                   |                   |  |
| <b>Informatives:</b>   |  |  |                                     |                                  |                   |                   |  |
| <b>Consultations</b>   |  |  |                                     |                                  |                   |                   |  |
| <b>Adjoining Occupiers:</b>  | No. notified   | 11   | No. of responses<br>No. electronic  | 00<br>00                         | No. of objections | 00                |  |
| <b>Summary of consultation responses:</b>  | AO's expire 23/5; SN expires 25/5  |  |                                     |                                  |                   |                   |  |
| <b>CAAC comments:</b>  | WEGCAAC – comment. Please ensure projecting sign fits with the guidelines. |  |                                     |                                  |                   |                   |  |
| <b>Site Description</b>  |  |  |                                     |                                  |                   |                   |  |
| 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. |  |  |                                     |                                  |                   |                   |  |
| <b>Relevant History</b>  |  |  |                                     |                                  |                   |                   |  |
| None.  |  |  |                                     |                                  |                   |                   |  |
| <b>Relevant policies</b>   |  |  |                                     |                                  |                   |                   |  |
| 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.   |  |  |                                     |                                  |                   |                   |  |
| <b>Replacement UDP 2006</b>  |  |  |                                     |                                  |                   |                   |  |
| S1/S2 – sustainable development  |  |  |                                     |                                  |                   |                   |  |
| SD1c – access for all  |  |  |                                     |                                  |                   |                   |  |
| B1 – general design principles; B4 – shopfronts, advertisements and signs; B7 – conservation areas   |  |  |                                     |                                  |                   |                   |  |
| <b>West End Green and Parsifal Road CAS</b>  |  |  |                                     |                                  |                   |                   |  |
| <b>Camden Planning Guidance 2006</b>   |  |  |                                     |                                  |                   |                   |  |
| <b>Assessment</b>  |  |  |                                     |                                  |                   |                   |  |
| <b>Shopfront</b> – 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.   |  |  |                                     |                                  |                   |                   |  |
| <b>Advertisements</b> - 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.   |  |  |                                     |                                  |                   |                   |  |
| <b>Recommendation: Grant planning permission and advertisement consent</b>   |  |  |                                     |                                  |                   |                   |  |

