

Mr Niall Hanrahan  
Planning Potential Ltd.  
Magdalen House  
148 Tooley Street  
London  
SE1 2TU

Application Ref: **2016/1643/A**  
Please ask for: **Samir Benmbarek**  
Telephone: 020 7974 **2534**

13 April 2016

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**216 West End Lane**  
**London**  
**NW6 1UX**

Proposal:  
1x externally illuminated fascia sign to A1 unit  
Drawing Nos: 1302\_01 (Location Map); 0100\_03; 0300\_03; 0301\_03; 1100\_03; 1300\_03;  
1301\_03;

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 Reasons for granting advertisement consent:

The proposed externally illuminated fascia sign would measure 0.23m in height and 1.18m in width and will project from the façade by 0.09m. The lettering will be made of metal and will be placed upon a timber fascia board (approved in application 2016/0729/P).

The application site is located within the West End Green Conservation Area. The signage is considered to be acceptable in terms of its scale, size, design, method of illumination and location. It would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety and would preserve and enhance the character and appearance of the area.

The applicant site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, and CS14 of the London Borough of Camden Local Development Framework Core

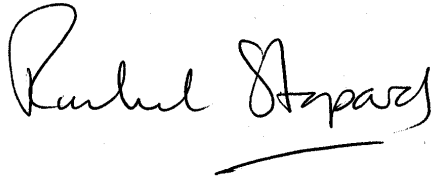
Strategy, policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Policies and Policy 2 and Policy 3 of the Fortune Green and West Hampstead Neighbourhood Plan 2015. The proposed development also accords with policy 7.4 of the London Plan (March 2015), consolidated with alterations since 2011, and paragraphs 67 and 68 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment