

David Glasgow
Regeneration and Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 8ND

7 The Aquarium
1-7 King Street
Reading RG1 2AN

0118 334 1920
thamesvalley@nlpplanning.com

nlpplanning.com

Date 18 October 2016
Our ref 13555/DL/ZA/12030753v2
PP ref PP-05433170

Dear Mr Glasgow

LB Camden: Application for Advertisement Consent at 187-199 West End Lane, West Hampstead, London, NW6 2LJ

On behalf of our client, Marks and Spencer Plc, we are pleased to enclose an application for advertisement consent for three aluminium box signs, one aluminium projecting bus stop sign and vinyl signage at the proposed M&S Foodhall and M&S Food to Go kiosk at 187-199 West End Lane, West Hampstead, London, NW6 2LJ.

Application Submission

This application, which has been submitted today via the Planning Portal (ref. PP-05433170) comprises the following information:

- 1 Application Form
- 2 Site Location Plan, drawing no. 401 rev 00;
- 3 Existing Elevations, drawing no. 402 rev 01;
- 4 Block Plan, drawing no. 450 rev 01;
- 5 Proposed External Elevations and Signage Details (Sheet 1 of 2), drawing no. 451 rev 02; and
- 6 Proposed External Elevations and Signage Details (Sheet 2 of 2), drawing no. 452 rev 02.

A cheque for £110 made payable to London Borough of Camden to cover the requisite application fee has been submitted under separate cover on 1 September 2016.

Site and Context

In March 2012, Planning Permission (ref. 2011/6129/P) was granted for:



“Redevelopment of site to create seven new buildings between five and twelve storeys in height to provide 198 residential units (Class C3), retail, financial and professional services and food and drink floorspace (Class A1, A2, A3 and A4), flexible employment/healthcare floorspace (Class B1/D1) along with associated energy centre, storage, parking, landscaping and new public open space (existing buildings to be demolished).”

Since permission was granted, a number of S73 applications have been submitted to amend the approved plans. An application is currently pending determination (ref. 2016/5525/P) for the discharge of condition 9 (shopfronts) of planning permission 2011/6129/P (and as amended by planning permission 2013/1924/P, planning permission 2013/6627/P, planning permission 2015/5524/P, by planning permission 2015/5581/P).

This application relates to the proposed M&S Foodhall and M&S Food to Go units.

Proposals

Advertisement consent is sought for the following signs, which relate to the proposed occupation of the units by Marks and Spencer plc for an M&S Foodhall and an M&S Food to Go unit. The proposed signs are fully detailed on the enclosed drawings ref. 451 rev 02 and 452 rev 02.

Following pre-application discussions, the Council advised that a single fascia sign located between the pilasters would be acceptable. As such the proposed signage on the main M&S unit comprises a single fascia sign to be located between the pilasters on each of the two elevations.

1. Sign A – Halo illuminated aluminium box sign: The letters will be 3D steel letters which are spray painted jet black 100% gloss (RAL 9005) and state ‘M&S’. The letters will be internally illuminated and the illuminance level will not exceed 800 candelas/sqm. The fascia will be powder coated in colour signal white with stove enamelling to match, in a matt finish (RAL 9003). The sign will be located above the main entrance door to the Foodhall on the eastern elevation and will measure 0.735m (H) x 1.782m (W) x 0.10m (D).
2. Sign B - Halo illuminated aluminium box sign: The letters will be 3D steel letters which are spray painted jet black 100% gloss (RAL 9005) and state ‘M&S’. The letters will be internally illuminated and the illuminance level will not exceed 800 candelas/sqm. The fascia will be powder coated in colour signal white with stove enamelling to match, in a matt finish (RAL 9003). The sign will be located on the southern elevation of the Foodhall and will measure 0.735m (H) x 2.917m (W) x 0.10m (D).
3. Sign C - Halo illuminated aluminium box sign: The letters will be 3D steel letters which are spray painted jet black 100% gloss (RAL 9005) and state ‘M&S Food to Go’. The letters will be internally illuminated and the illuminance level will not exceed 800 candelas/sqm. The fascia will be powder coated in colour signal white with stove enamelling to match, in a matt finish (RAL 9003). The sign will be located above the main entrance to the Food to Go unit on the southern elevation and will measure 0.545m (H) x 3.050m (W) x 0.10m (D).
4. Sign D – Halo illuminated aluminium projecting bus stop sign. The letters will be laser cut and internally illuminated internally by white LEDs and states ‘M&S Food to Go’. The sign will be located above the main entrance to the Food to Go unit on the southern elevation and will measure 0.545m (H) x 0.80m (W) x 0.10m (D).



5. Vinyl Signage – The vinyl signage is proposed on the south and east elevations of the Foodhall unit and includes four M&S logo plaques applied on to the glazing. These will be applied externally and will not be illuminated.

Concluding Remarks

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that applications for advertisement consent can only be determined on the grounds of public safety and amenity (para. 3). The advertisement consent application can therefore only be considered on these grounds.

The proposed signs advertise the presence of the Foodhall and Food to Go unit. They are entirely appropriate to the use of this retail unit and the wider area. They will have no adverse impact on amenity or public safety.

We trust the information provided is sufficient to enable you to validate and determine this application and we shall contact you shortly to confirm this. In the meantime, should you require any additional information, please do not hesitate to contact me or my colleague, Daniel Lampard.

Yours sincerely

A handwritten signature in black ink, appearing to read 'ZAHRA'.

Zahra Alrashed
Planner

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