

Miss Zahra Alrashed
Nathaniel Lichfield & Partners
7 The Aquarium
1-7 King Street
Reading
RG1 2AN

Application Ref: **2016/5707/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

10 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
187-199 West End Lane
London
NW6 2LJ

Proposal:
Display of 2 internally illuminated ('halo' effect) fascia signs, 1 internally illuminated (lettering only) projecting sign, and 4 non-illuminated, vinyl signs applied externally to glazing.
Drawing Nos: 401/P rev 00, 402/P rev 01, 450/P rev 02, 451/P rev 04, 452/P rev 03; Email from NLP Planning 09/01/2017.

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 display of 2 internally illuminated ('halo' effect) fascia signs, an internally illuminated (lettering only) projecting sign, and 4 non-illuminated, vinyl signs applied externally to glazing are considered to be acceptable in terms of their size, design, colour, materials, location and methods of illumination. The signs would not have any adverse impact on the neighbouring amenity, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage would preserve the street scene and wider character of the area and are therefore considered to be acceptable.

Concerns were initially raised with regard to the inclusion of an illuminated fascia sign on the south elevation (originally labelled, 'Sign B') given that its proposed position between the pilasters would likely result in an unwarranted reduction in the sense of depth to the colonnade and add a degree of visual clutter to this prominent corner position. Concerns were also raised with regard to the degree of luminance of all proposed illuminated signage which at 800cd/m would be above an acceptable level and might contribute to excessive glare and brightness.

Following Council advice, the applicant has submitted amended drawings which remove 'Sign B' from the proposals, and confirmed in writing that the luminance level would be reduced to a maximum of 600cd/m for all proposed illuminated signs. These amendments are considered to be acceptable, as are revisions to alter the proposed projecting sign from 'halo effect' illumination to internal illumination of lettering only.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

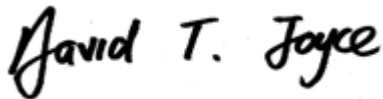
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan March 2016 and the National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities