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Date 16 January 2017  
Our ref 13555/DL/ZA/13129354v1  
PP ref PP-05739559

Dear Mr Young

**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 an aluminium box sign on the south elevation 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-05739559) comprises the following information:

- 1 Application Form
- 2 Site Location Plan, drawing no. 401 rev 00;
- 3 Existing Elevations, drawing no. 421 rev 00;
- 4 Block Plan, drawing no. 420 rev 00;
- 5 Proposed External Elevations and Signage Details, drawing no. 422 rev 00; and

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

**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*

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*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).

Advertisement consent associated with the proposed M&S Foodhall was granted for signage to the east elevation, vinyl signage on the east and south elevation and signage on the proposed M&S Food to Go unit on the 10<sup>th</sup> January 2017 (ref. 2016/5707/A). An aluminium box sign on the south elevation was also proposed as part of the application, however following discussions with Council Officers the sign was removed from the application submission. However, our clients require the visual prominence of a sign on the south elevation of the unit and as such this application seeks advertisement consent for this.

### **Proposals**

Advertisement consent is sought for the following sign, which relate to the proposed occupation of the unit by Marks and Spencer plc for an M&S Foodhall. The proposed sign is fully detailed on the enclosed drawings ref. 422 rev 00.

Sign 1 - 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 600 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).

### **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 sign advertises the presence of the Foodhall. It is 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

**Zahra Alrashed**  
Planner