

Mr Paul Jenkins
SF Planning Limited
12 Royal Crescent
Cheltenham
GL50 3DA

Application Ref: **2017/0630/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

29 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
168 West End Lane
London
NW6 1SD

Proposal:
Display of 1x externally illuminated fascia sign, 1x internally illuminated projecting sign and retractable awning.

Drawing Nos: (3021_) PL01, PL06 rev01, PL08 rev01, PL10 rev01, PL11 rev01, PL12 rev01, PL13 rev01, PL18 rev01, PL20 rev01, PL22 rev04, PL23 rev02

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 permission.

The proposed signs and awning are considered acceptable in terms of size, location, materials and method of illumination. They respect the architectural features of the host building and the character and appearance of the surrounding area. There is a variety of existing illuminated signage located on the commercial units in the locality; it is not considered that the signs would negatively affect the visual amenity of the area; therefore, they would preserve the character and appearance of the West End Green Conservation Area.

Following officer advice, the proposal has been amended to reduce the size of the fascia sign, amend the method of illumination to externally lit and raise the height of the awning. Whilst there would be some light spill from the external lighting, the fittings are directional, are in a typical location for a commercial area and would be at a level of illumination that would not be considered significantly harmful to neighbouring residents.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety, as the signs would be seen by road users within the commercial area where they are in a typical position. As such, the signs are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

The site's planning history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies 2 and 13 of the Fortune Green and West Hampstead Neighbourhood Development Plan 2015 and policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the policies of the London Plan 2016, The National Planning Policy Framework 2012.

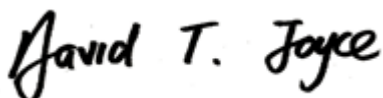
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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



David Joyce
Director of Regeneration and Planning