

Miss Natalie Long
Technical Signs
Hille Business Centre
132 St Albans Road
Watford
Hertfordshire
WD24 4AE

Application Ref: **2015/7231/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

3 February 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
331 West End Lane
London
NW6 1RS

Proposal:
Display of 1x "halo" illuminated fascia sign, 1x externally illuminated projecting sign to shopfront and 1x internally illuminated menu box to external seating.
Drawing Nos: Site location plan; (522770-)1; 2;3 revA;4

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

1 Reasons for granting consent

The proposed 'halo' illuminated fascia sign, externally illuminated hanging sign and internally illuminated menu box are considered acceptable in terms of size, design, method of illumination and location as they respect the architectural features of the host building. They are not considered to impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety as they are not unduly dominant in the street scene, which is a parade of shops and restaurants facing West End Green.

Following officer advice the projecting sign was revised to external illumination to reduce its impact and preserve and enhance the character and appearance of the West End Green Conservation Area. Internal illumination is limited to the menu box on the front boundary, is typical in the area and is considered to have limited impact.

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

Considerable importance and weight has been attached to the harm and 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 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, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

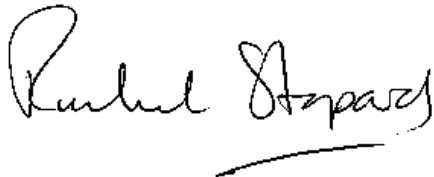
- 2 You are advised that the Illumination for the advertisements must be in line with the 'Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
- 3 You are advised that the proposed signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.

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 it.

Rachel Stopard
Director of Culture & Environment