

Application ref: 2019/3692/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Date: 30 January 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Roy Gladwell Design
101 Coleridge Way
Borehamwood
WD6 2AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:
335 West End Lane
London
NW6 1RS

Proposal:
Display of 1x internally illuminated fascia sign to existing restaurant (Class A3).
Drawing Nos: Site location plan, (A-KSF335WELNW6-PP-)01, 02 revB, 03 revB, 04 revA, 05

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The installed fascia sign, by reason of its inappropriate design, fails to preserve or enhance the character and appearance of the host building, the parade of which it forms a part, and the West End Green Conservation Area, contrary to the provisions of policy D4 of the Camden Local Plan 2017 and policies 2, 3 and 13 of the Fortune Green and West End Green Neighbourhood Plan 2015.

Informative(s):

- 1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer

It's easy to make, pay for, track and comment on planning applications on line. Just go to www.camden.gov.uk/planning.

It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.