

Application ref: 2021/4260/A
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Date: 23 December 2021

Development Management
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City Planning Ltd
40-41 Pall Mall
2nd Floor West Wing
London
SW1Y 5JG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

199A & B West End Lane
London
NW6 2LJ

Proposal: Display of 2 externally illuminated (trough-lit) fascia box signs and replacement internally illuminated (90mm lettering only) projecting sign.

Drawing Nos: (CD-133-)Location-Rev B, 00-G00-Rev B, 00-G01-Rev B, 20-G00-Rev C, 21-G00-Rev B, 28-G00-Rev C, 28-G01-Rev C, 28-G02-Rev B, 28-G03-Rev A; Design and Access Statement from City Planning Ltd. received 21/12/2021; Cover letter (ref. CP2018/47) and Email from City Planning Ltd. dated 16/12/2021 and 08/12/2021 respectively.

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 signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination. All signage would be modestly sized with suitably low luminance levels (260cd/m²) and with only the 90mm white lettering being internally illuminated on the projecting sign (the background of the sign otherwise remaining non-illuminated).

The Council expressed initial concern in regard to the proposed use of two methods of illumination (both external and internal) for each fascia sign in so far as signage displayed in this way would appear unduly dominant and excessive, resulting in harmful visual clutter, detrimental to the character and appearance of the building and wider terrace, and would not preserve the character and amenity of the Fortune Green and West Hampstead Neighbourhood Area. The cumulative impact of the proposal on two frontages, located side by side, would further accentuate this harm. In response, the applicant provided revised drawings which appropriately included only one method of illumination (by means of external trough or batten lights) for each fascia sign.

None of the proposed signage would obscure or damage any significant

architectural features, nor be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance or have any adverse impact on neighbouring amenity.

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

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

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 2021.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer