

02 February 2021

Delivered by Planning Portal

Fergus Wong
City of Westminster
Westminster City Hall
64 Victoria Street
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SW1E 6QP

Dear Fergus,

66 WESTBOURNE GROVE, W2 5SA – APPLICATION FOR SHOP FRONT ADVERTISING CONSENT

We write to you on behalf of our client, the Bayswater Dental Surgery (“The Applicant”), regarding an application seeking advertising consent at the above site for proposed new halo illuminated shop front fascia signage and associated wall mounted projecting sign signage.

The proposed description of development is for:

‘Display of one halo illuminated (letters and logo only) fascia sign and one internally illuminated wall mounted projecting sign.’

Site and Surrounding Area

The application site at 66 Westbourne Grove (See *Figure 1*) is a commercial unit over ground and basement levels, recently leased to Bayswater Dental Surgery. The dental practice use was consented in June 2020 by Planning Permission Ref. 20/01971/FULL which permits flexible Class A1/D1 (Retail/Dental Practice) use of the site. Full occupation by the Applicant for dental practice use is anticipated for spring 2021.

The site sits within a row of four-storey mixed commercial and residential use terrace buildings fronting Westbourne Grove close to the junction with Queensway. The upper floors of the building are occupied as residential flats. The site is not statutorily listed, but is located within the Westbourne Conservation Area.

The site is located within the core frontage of the Queensway/Westbourne Grove Major Shopping Centre. Westbourne Grove is designated as such due to the scale and nature of its mix of convenience and comparison retail activity and complementary town centre uses. It has a traditional high street character (See *Figure 2*) with town centre uses on the ground floor and residential uses above, and provides an important convenience shopping function to the local residents.

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The importance of the site's original shop front to the local community and its contribution to the traditional high street character of the Westbourne Conservation Area is understood and acknowledged. As such, the Applicant proposes to retain the existing shop front form and profile and install appropriate new signage to best serve the incoming occupiers of the unit. There is no signage on the existing fascia which is coloured black (See *Figure 2*).

Figure 1: Site location



Figure 2: Existing site photo and context within the Westbourne Grove Core Frontage



PROPOSED DEVELOPMENT

The proposals seek to provide new and attractive illuminated shop front signage at ground floor level for the incoming dental practice use at the site.

The proposals comprise new fascia signage and a new wall mounted projecting sign.

The new fascia signage panel will be aluminium finished black to match the existing fascia back panel with built up brushed steel letters and logo on locators. This signage lettering will be halo lit.

The projecting sign will be an internally illuminated 'fret cut' black aluminium box with brushed steel (lettering/logo). The design will feature the logo only on both sides (i.e. repeated double sided design).

Consent is sought to display the signage for a period of 20 years and 6 months to cover the Applicants lease period at the site.

THE DEVELOPMENT PLAN

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan, unless material considerations indicate otherwise. Specifically, Section 38(6) states:

'If regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.'

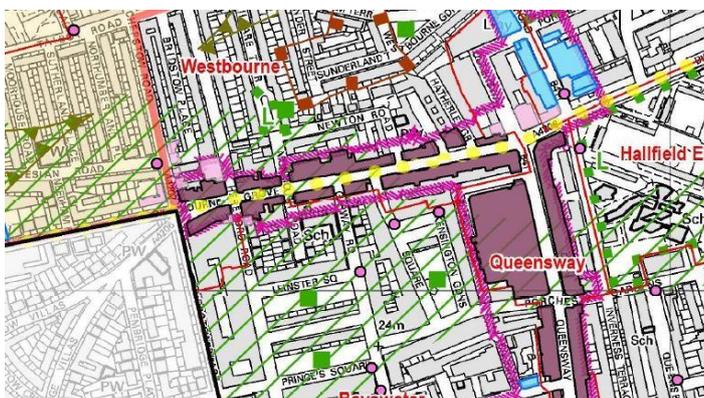
The revised National Planning Policy Framework (NPPF) was adopted in February 2019 and provides planning policy guidance at a national level. It is a material consideration in the determination of planning applications.

The Development Plan for the Site comprises the adopted Westminster City Plan (2016), Unitary Development Plan (UDP) (2007) (saved policies not replaced by the City Plan) and the London Plan (as amended, adopted 2016), associated Supplementary Planning Guidance Documents and relevant information included within the Westbourne Conservation Area Audit.

Under the adopted City Plan, the site falls under the following policy designations:

- Queensway/Westbourne Grove Major Shopping Centre
- Westbourne Conservation Area
- Open Space Deficiency
- Queensway Stress Area
- Local Distributor Road (Westbourne Grove)

Figure 3: WCC Policy Map Extract 2016 (November)



Relevant SPGs

- Advertisement Design Guidelines SPG (1992)
- Shopfronts, Blinds and Signs SPG (1990)

Emerging Planning Policy

The City Council submitted the Draft Westminster City Plan 2019-2040 (“the City Plan”) to the Secretary of State in November 2019. The ‘Examination in Public’ has now concluded and the Planning Inspector is preparing to issue main modifications to the plan in order to make it sound. On this basis, the draft policies currently hold very limited to no weight in decision making.

Under emerging City Plan policy, the Site has the following designations:

- Queensway/Westbourne Grove Major Retail Centre (not within the CAZ);
- Westbourne Conservation Area; and
- Area of open space deficiency.

The draft new London Plan 2019-2029 (“the Draft London Plan”) is at an advanced stage of the local plan making process, where its draft policies are being given substantial weight by Local Planning Authorities making decisions on planning applications.

PLANNING ASSESSMENT

Design and Conservation

1. The signage proposals have been developed with regard to guidance contained in Westminster’s Shopfronts, Blinds and Signs SPG, its Advertising Design Guidelines SPG and adopted Westminster UDP Policies DES 8 ‘Signs and Advertisements’ and DES 9 ‘Conservation Areas’.

2. Policy DES 8 ‘Signs and Advertisements’ states

“to secure the highest standards of design in all advertisements and their compatibility with the townscape... consent will be granted for signs and advertisements which:

a) are well designed and sensitively located within the street scene

b) relate to the character, scale and architectural features of the building on which they are to be fixed

c) in the case of shop signs, are located at fascia level”

3. Policy DES 9 ‘Conservation Areas’ seeks to preserve or enhance the character or appearance of conservation areas and their settings.

4. In accordance with the Shopfronts, Blinds and Signs SPG, the fascia and projecting signage is of ‘sombre’ colouring (black), designed to complement the dark tones of the existing shop front and reflect the existing colour palette of surrounding shop fronts and their signage within the Westbourne Conservation Area and designated Westbourne Grove Major Shopping Centre.

5. The black, silver and white light colour scheme complements the traditional detailing of the existing white pilasters, highlighting the cornice detailing to enhance the appearance of the shop front architecture within the Conservation Area in support of Policy DES 9.

6. The proposed brushed steel lettering and logo is considered to be appropriately sized and provide adequate contrast to the black background for optimal visibility and legibility whilst also providing a more up-market, high quality design aesthetic. In accordance with Policy DES 8 the signage lettering and design is simple, understated and sympathetic to the architecture of the host building.
7. In accordance with the Shopfronts, Blinds and Signs SPG and Policy DES 8, the proportions of the proposed fascia signage relate well to the host building, as well as to those of the surrounding building and shops. The design style of the proposed signage deliberately reflects existing fascia signage at neighbouring 64 Westbourne Grove (Trendco), 60 Westbourne Grove (Kitchen Ideas) and opposite at 77 Westbourne Grove.
8. In accordance with the Advertising Design SPG, the illumination of the fascia has been carefully considered, with mounted letters and logo backlit with white light (halo illumination) proposed to create an uncluttered, subtle and up-market aesthetic that will not cause any highways safety issues.
9. The materiality and design of the projecting sign has been chosen to closely reflect that of the main fascia to create a harmony of signage design for the unit. The colour balance of the projecting signage (silver logo on majority black background) and its proposed fret cut internal illumination lit with a subtle white light, is considered to optimise on-street visibility and legibility without being overly garish to preserve the character of the Conservation Area.
10. Examples of other internally illuminated projecting signs are displayed at 99 Westbourne Grove (99 Dry Cleaners), 97 Westbourne Grove (Topps Tiles), 100 Westbourne Grove (Whitehall Galleries) and 6 Westbourne Grove (Michael's Hair Salon).
11. Both the fascia and projecting sign are located at appropriate heights for the ground floor in accordance with the 'Shopfronts, Blinds and Signs' SPG.
12. The special character of the Westbourne Grove shopping street is created by a variety of styles that provide richness and vitality, whilst still avoiding overstatement or garish appearance. In accordance with the Shopfronts, Blinds and Signs SPG, overall the proposed signage's colours, subtle lighting and detailing is considered to contribute to maintaining the shopping street's overall vitality, though not at the cost of destroying the character and quality of the street as a whole. The proposed signage is considered to harmonise with and enhance the character of the street scene.
13. On this basis the proposals are considered to accord with guidance in the Shopfronts, Blinds and Signs SPG and the Advertising Design SPG, and to comply with the good design requirements of adopted Policy DES 8 and preserve the character of the conservation area in accordance with adopted Policy DES9.

Submission Documents

This planning application comprises the following submission documents:

- Site Location Plan
- Existing Site Photograph (also within this statement at Figure 2)
- Existing Shop front Elevation and Section - Drawing 111220/001
- Proposed Elevation and Section - Drawing 111220/002
- Proposed Signage Artwork - Drawing 111220/003

The planning application fee of £132.00 has been submitted to WCC via the Planning Portal.

Overall, the proposed signage is considered to be acceptable in planning terms, and we trust that the enclosed information is sufficient in order to allow the application to be registered and validated. Should you wish to discuss this application further, please do not hesitate to contact myself or Laurence Brooker at this office.

Yours sincerely



Lauren Thiede-Palmer

Planner

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