

Application ref: 2022/4271/A
Contact: Fast Track TC
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Date: 16 March 2023

Development Management
Regeneration and Planning
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HLP UK Ltd
Cheltenham Suite 5,
Keys Business Village
Hednesford
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Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
143-145 Finchley Road
London
NW3 6JJ

Proposal:
Display of 2x internally illuminated fascia signs and 1x internally illuminated projecting sign.
Drawing Nos: HLP / 1564/ 03 REV A; HLP / 1564 / 08; HLP / 1564/ 07 REV A

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

Reason(s) for Refusal

- 1 The proposed fascia signs, by reason of its size, siting, design and method of illumination would result in a visually dominant addition, which would cause harm to the character and appearance of the host building and street scene, contrary to policies D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 The display of window vinyls, if applied internally is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application. If the vinyls were applied externally this would

require advertisement consent and is unlikely to be considered acceptable.

- 2 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.


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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer