

Application ref: 2023/3333/A
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ONESQUARE DESIGN
189 Watt Lane
Sheffield
S10 5RD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**4-6 Northways Parade
Finchley Road
London
NW3 5EN**

Proposal:

Display of replacement internally illuminated fascia lettering signage.

Drawing Nos: (OS23-NW3-)006 rev E, 007 (photographic image), 014 rev A, 0100.

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:

Concern was initially raised by the Council in regard to a proposed non-illuminated projecting sign in so far as it obscured an existing commemorative plaque which is currently being displayed in the same position on the frontage, as well as, to the inappropriately low proposed position of the sign itself below fascia level. Concern was also raised in regard to the possible internal illumination of the whole of the fascia signage.

In response, the applicant submitted amended drawings which showed the projecting sign to be more suitably positioned higher up at fascia level and without conflicting with the display of an existing commemorative plaque. The applicant also confirmed that light will only internally illuminate each individual letter/image on the sign with the black background to the sign remaining non-illuminated. The luminance level was also confirmed as being no higher than 200 cd/sq.

On the basis of this confirmation and the amendments made to the drawings, the revised proposal is considered to be acceptable in terms of its size, design, material, location, luminance level and method of illumination. The signage would not obscure or damage any architectural features, nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

An informative would be added to any approval confirming that the revised proposal to display a non-illuminated projecting sign would benefit from deemed consent.

Overall, therefore, the revised proposals would preserve the character and appearance of the host building and wider streetscene, and are acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal 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.

- 2 The display of a non-illuminated projecting sign as shown on the submitted revised drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 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.

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:

<https://www.gov.uk/appeal-planning-decision>.

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



Daniel Pope
Chief Planning Officer