

Application ref: 2023/2101/A
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Buchan Rum Architects Ltd
9 Savill Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
167a Finchley Road
London
NW3 6LB

Proposal:
Display of 1 x internally illuminated projecting sign, 1 x internally illuminated fascia sign, and 2 x internal LED plasma screens.

Drawing Nos:
PL_00_105 00; PL_00_100 00; PL_00_103 13; PL_00_502 06; PL_00_504 00;
PL_00_505 01.

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.

- 6 The intensity of the illumination of the digital signs shall not exceed 300 candelas per square metre between sunset and sunrise and 600 candelas per square metre between sunrise and sunset. The levels of luminance on the digital signs should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the area or create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety in accordance with the requirements of policies A1 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposal involves the display of a fascia sign and projecting sign, both of which would be internally illuminated. The existing signage housing for both the fascia and projecting signs would be maintained, including the illumination; the only change would be that of the display within.

The proposed signage is considered to be sympathetic to the host building and would not dominate the elevation. The projecting sign is also located at an appropriate level and its scale is in keeping with the host building. Although the building is locally listed, the signage would not obscure or damage any architectural features and is in keeping with the character of the host building, locally listed terrace that it is part of, and general streetscene.

The site is not located within a conservation area and, given the commercial nature of Finchley Road (particularly in this portion close to Swiss Cottage Underground station), it is considered that the internal illumination would be acceptable. In addition to this, the terrace that this building is part of features a number of other elevations with illuminated signage that have been approved by the Council, for example at no.171 Finchley Road (ref. 2018/5162/A). The illuminance level of 22.40cd/m² is considered acceptable. A condition has been added to ensure that the illumination intensity of the digital signs is appropriate and does not cause a hazard to highway safety, given the position of the site on a busy road.

The proposed signs are therefore considered acceptable in terms of their size, number, position, and luminance levels, and do not appear out of proportion with the building or the surrounding area.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. No objections have been received prior to making this decision, and the application site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policies D1 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2023.

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