

Application ref: 2024/5067/A
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Blaze Signs Ltd.
5 Patricia Way
Pysons Road
Broadstairs
CT10 2XZ

Dear Sir/Madam,

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

121 Finchley Road
London
NW3 6HY

Proposal: Display of 2 x non illuminated fascia signs, 1x internally illuminated projecting sign, and 3x externally applied graphic signs.

Drawing Nos: Swiss Cottage - 149436 - V15 External Signage, Drawn By GP Blaze Designs Ltd. (pages 1-9)

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 permission consent:

This application is for the display of 2 x non illuminated fascia signs, 1x internally illuminated projecting sign, and 3x externally applied graphic signs. The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The projecting sign would have suitably low luminance levels (no higher than 436cd/m²). The signs would therefore preserve the street scene and wider character of the commercial area, and are acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size and low level of illumination.

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

As such, the proposal is in general accordance with policy D1 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2024

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer