

Application ref: 2025/0705/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

MGPM Ltd
Tanfield Tye
West Hanningfield
Chelmsford
CM2 8UD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
339 Finchley Road
London
NW3 6EP

Proposal:
Display of 2 x internally illuminated lettering signs fixed externally to glazing on Finchley Road and Lymington Road elevations.

Drawing Nos: 001, 002, 3451/001.1 rev A (existing shopfront elevations & sections), 3451/001.1 rev A (proposed shopfront elevations & sections), 3451/005.4 rev A.

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:

The proposed display of 2 x internally illuminated lettering signs, each fixed externally to the shopfront glazing on both Finchley Road and Lymington Road elevations is considered to be acceptable in terms of the design, size, locations, method of illumination and luminance levels, such that the character and appearance of the host building, wider streetscene and Fortune Green & West Hampstead Neighbourhood Area would be preserved.

The Council initially expressed concern regarding original proposals to display an additional sign on black render applied to brickwork on the corner (west) elevation in so far as this sign would inappropriately extend advertising beyond the retail frontage itself and so visually detract from the building's appearance. In response, the applicant revised the proposals to omit this sign entirely from the application.

Though Council guidance generally discourages internally illuminated signage, in this particular instance, the proposed signs as revised would be suitably sized in the context of the two large commercial frontages on which they would be displayed and would have relatively low luminance levels (no higher than 495 cd/m²) that illuminate lettering only. As such, they would appear in keeping with the general appearance of the existing commercial environment where signs of this

kind are not uncommon.

In regard to the Grade II Listed Camden Arts Centre situated obliquely opposite the site to the north-east and the locally listed building at no.337 Finchley Road, the revised signage would not be harmful to or obscure any significant architectural or historic features of either building, nor otherwise be detrimental within these settings.

Finally, there would be no harm to pedestrians or vehicular safety in accordance with Camden Planning Guidance, nor would there be any adverse impact on neighbouring amenity.

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 revised proposals are considered to be acceptable and in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan 2015, 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 written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer