

Mr Iain Hope
Cobalt
84a Watling Court
Watling Street
East Towcester
Northamptonshire
NN12 6BS

Application Ref: **2014/6214/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 October 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
167 Finchley Road
LONDON
NW3 6LB

Proposal:

Display of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, 1 x awning to front elevation, and 2 x non-illuminated fascia sign to side elevation.

Drawing Nos: Email dated 13/10/2014; Detailed measurement of awning; Site Location Plan; 250914-01; [CN599-]600 RevB; 601 RevB; 602 RevF; 603 RevF; 604 RevF.

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 The display of externally illuminated fascia and projecting signs and non-illuminated fascia signs to front and side elevations are considered appropriate in terms of size, design, method of illumination and location and would therefore conserve and enhance the character and appearance of the host and adjacent buildings and the streetscene.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrians or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011;

and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

- 2 The alterations to the stall risers to the side elevation requires planning permission and cannot be included in this decision.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment