

Mr Ken Fong  
CLOVEMead LIMITED  
Chapman House Chester Road  
Warrington  
Cheshire  
WA4 6AR

Application Ref: **2015/3418/A**  
Please ask for: **Matthew Dempsey**  
Telephone: 020 7974 **3862**

8 September 2015

Dear Sir

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**277 Finchley Road**  
**London**  
**NW3 6LT**

Proposal:  
Display of 2 x illuminated free standing signs and 5 x illuminated fascia signs to existing car dealership.  
Drawing Nos: Site Location Plan, Elevation Visuals,  
Proposed signage specifications. July 2015.

The Council has considered your application and decided to grant consent subject to the following conditions:

#### 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:

- 1 Reasons for granting permission.

The proposed internally illuminated adverts are considered appropriate in terms of size, design, level of illumination and location. The site is bounded by a railway line to one side and another car dealership to the other, The VW garage sits behind an existing shopping centre car park off Finchley Road. The proposal is seeking permission to replace existing signage which is very similar to the new proposal. The proposal will not impact on neighbour amenity nor would it be harmful to either pedestrian or vehicular safety.

The sites planning history and relevant appeal decisions were 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 and 7.6 of the London Plan 2015 consolidated with amendments since 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

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', written in a cursive style.

Ed Watson  
Director of Culture & Environment