

Holland and Barrett
Fao. Mr Neil Hutchings
Samuel Ryder House
Barling Way
Eliot Park
Nuneaton
CV10 7RH

Application Ref: **2016/2298/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

12 May 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
11 Harben Parade
Finchley Road
London
NW3 6JP

Proposal:
Display of internally illuminated (lettering only) fascia and projecting signs.

Drawing Nos: R-3407-FS01 rev A, HB/Standard-Section/01 (fascia sign), HB/Standard-Section/01 (projecting sign).

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 fascia and projecting signs with internally illuminated lettering are considered to be acceptable in terms of their size, design, method of illumination and location. They will not have any adverse impact on the neighbouring amenity nor be harmful to pedestrians or vehicular safety. The signage is similar to numerous others along this street and will preserve the character and appearance of the host property and wider streetscene, and as such, is considered to be acceptable.

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 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing

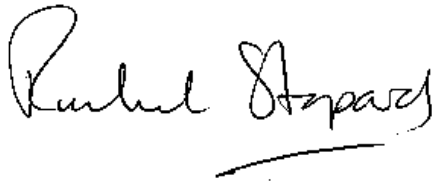
high quality design), DP26 (Managing the impact of development on occupiers and neighbours), and DP30 (Shopfronts) of London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan 2016 and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework 2012.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Supporting Communities