

Ms Jhila Prentis
de Metz Forbes Knight Architects
The Old Library
119 Cholmley Gardens
London
NW6 1AA

Application Ref: **2016/3279/A**
Please ask for: **Amy Grace Douglas**
Telephone: 020 7974 **8096**

21 July 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
419-425 Finchley Road
London
NW3 6HJ

Proposal:
Installation of internally illuminated signage to existing shop (Class A1)
Drawing Nos: A200 Rev A; A20

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.

Informatives:

- 1 Reason for granting advertisement consent:

The proposed signs replace existing ones on the shopfront and are similar to them in size, location and illumination. They are considered appropriate to the contemporary shopfront and would not obscure any architectural features of the building. The proposed signage would be in keeping with the character and appearance of the host property or the streetscene, as there are a variety of fascia and projecting signs along the street.

The proposal will not impact on any neighbouring amenity or create visual clutter nor impact on highway safety. The site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is generally in accordance with Policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, Policy 4 of the Fortune Green and West Hampstead Neighbourhood Plan, and Policies DP10, DP24, DP26, and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development is also consistent with Policies 7.4, 7.6 and 7.8 of the London Plan 2016, and the

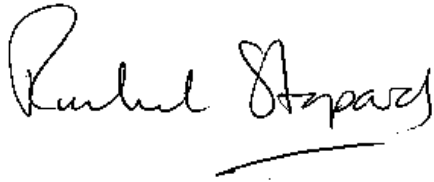
provisions of paragraphs 14, 17, 56-66 and 126-141 of the National Planning Policy Framework 2012.

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
Executive Director Supporting Communities