

Mr Tom O'Sullivan  
Clovemead Ltd  
Unit 3 Shell Green  
Bennetts Lane  
WIDNES  
WA8 0GW

Application Ref: **2017/1160/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

21 April 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

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

Proposal:  
Display of 2x internally illuminated fascia signs, 2x internally illuminated free standing signs and 3x non-illuminated free standing signs.  
Drawing Nos: Clovemead contract no.V00734 drawings 1/4 to 4/4, Westiform ENG-024035, Kaufmann Ulm Lichtwerbung 10 AC1393 and 14 AC 1156-EN and 805320

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 consent.

The proposed signs are considered acceptable in terms of size, location and method of illumination. It is accepted that all advertisements are intended to attract attention and the proposed advertisements are replacing existing illuminated signs, in differing positions and design. Therefore, the positions of the advertisements would not be considered unduly dominant in the street scene due to character of a retail park. There is a variety of existing signage including illumination located on the commercial units in the area so the impact on the visual amenity of the area would not be considered harmful.

Whilst the method of illumination would cause some light spill, the location would be an appropriate distance facing away from the nearest neighbouring residents and the level of illumination would not be considered significantly harmful.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highways safety as the signs would be seen only by drivers who are

approaching this or the neighbouring show room. As such, the signs are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

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

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policy 2 of the Fortune Green and West Hampstead Neighbourhood Development Plan 2015 and policies A1, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the policies of the London Plan 2016, The National Planning Policy Framework 2012.

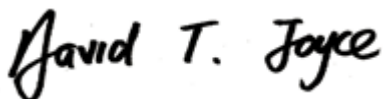
- 2 The emerging London Borough of Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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



David Joyce  
Director of Regeneration and Planning