

Mr Andrew Bunce
NBDA Ltd
The Old Church
Palmerston Street
Bollington
SK10 5PX

Application Ref: **2017/5201/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

4 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
96 Finchley Road
London
NW3 5EL

Proposal:
Display of 1x halo illuminated projecting fin sign and 3x internally illuminated lettering signs to Finchley Road elevation, 1x internally illuminated lettering sign to Avenue Road elevation, 3x internally illuminated lettering signs to the north elevation of existing cinema.

Drawing Nos: Site location plan 732\SC-001, (1619-SC-)006, 007, 0101G, 070B, 071B, (ODEON\Swiss cottage\52961)\SO-001 & 002_ODEON LUXE signs, (ODEON\Swiss cottage) SO-001_1950mm ODEON letters, SO-003b_1950mm ODEON letter section, SO-002_Luxe letters_710mm cap, (ODEON\Swiss cottage\52961)\SO-001 & 002_ODEON LUXE signs, SO-003_d-sided projecting fin sign, SO-003a_Section details, SO-003b_700mm ODEON letters, SO-004_flex-face sign & letters, SO-004a_1000mm ODEON letters, SO-004b_1000mm ODEON letter section, SO-006_poster case re-vinyl



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 Reason for granting consent.

The proposed illuminated signs are to replace the existing signage, relocate existing signs and display two additional signs across the three elevations of the existing cinema. The signage is considered acceptable in terms of size, design,

location and method of illumination. It is considered they respect the architectural features of the building and are appropriate for a building of this size and function. The signage would be constructed of materials that are sympathetic to the external fabric of the building. In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality, as there is existing illuminated signage and the proposals would not be considered unduly dominant.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position for a cinema and would be static illumination of a low level, which is not considered to be unduly dominant in this commercial town centre and busy traffic interchange. Therefore, they are not considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

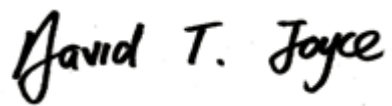
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning