

Ms Elizabeth Bricknell
City Planning Ltd
2nd Floor
West Wing
40-41 Pall Mall
London
SW1Y 5JG

Application Ref: **2017/6449/A**
Please ask for: **Robert Lester**
Telephone: 020 7974 **2188**

19 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
184 Finchley Road
London
NW3 6BP

Proposal: Installation of an internally illuminated fascia sign

Drawing Nos: CH-209 Site Location Plan, CH-209-28-G00 C, CH-209-28-G01 B, CH-209-28-G02 A

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(s):

- 1 Reasons for granting permission.

The site is located at 184 Finchley Road which contains a vacant retail unit.

The site is not located within a conservation area, but is a part of a terrace which is designated as a locally listed building (164-200 Finchley Road).

The proposal is for the installation of an internally illuminated fascia sign associated with a replacement shopfront which is to be installed at this site.

The proposed replacement fascia sign would be constructed from grey powder coated aluminium. The main advert lettering located in the centre of the sign would be white and blue internally illuminated acrylic. The advert would contain some smaller secondary lettering along the base of the advert in white non illuminated acrylic. The shop number would also be displayed in the top corner of the sign in white non illuminated acrylic.

The proposed advert would have a design which would harmonise with the proposed replacement shopfront at this site. The use of aluminium for the fascia would be suitable on this terrace where a mix of fascia materials are used. The proposed fascia would have a high quality powder coated aluminium finish and

only the central lettering would be internally illuminated. The proposed advert would not harm the visual amenity of the area or the character of the locally listed terrace.

The proposed advert would result in no impact on highway safety.

The planning history of the site has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policies A1, D1, D2 and D3 of the London Borough of Camden Local Plan 2017. The proposal also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

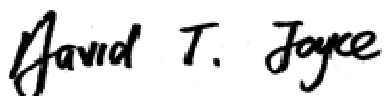
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays 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.
- 3 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).

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