

Mr Ross Holland
MGPM
Tanfield Tye
West Hanningfield Road
Chelmsford
CM2 8UD

Application Ref: **2018/1823/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

8 June 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Unit 3E O2 Centre
255 Finchley Road
London
NW3 6LU

Proposal:
Display of 1 internally illuminated fascia sign above the entrance to Unit 3E.
Drawing Nos: Site location plan, 2911/PL/01, 2911/PL/02, 3D logo - w/light in front

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 fascia lettering sign is considered acceptable in terms of size, location and method of illumination as it respects the architectural features of the host building. The shop unit has two entrances forming a double elevation and the proposed sign is a duplicate of that installed at the neighbouring entrance. In the wider street scene, the signs would not be considered unduly dominant in this commercial locality, where there is existing illuminated signage.

Whilst illuminated signs have some impact in terms of light spill, the proposed sign would be in a typical position and at a low level of illumination, limited to the lettering alone. 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 history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the

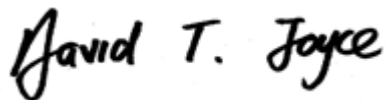
Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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