

Mr Peter Whalley  
Peter Whalley  
58 Church Road  
Teddington  
TW11 8EY

Application Ref: **2018/2499/A**  
Please ask for: **Alyce Keen**  
Telephone: 020 7974 **1400**

8 August 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**473 Finchley Road**  
**London**  
**NW3 6HS**

Proposal:  
Display of internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: P638/01; P638/02A

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 permission-

The proposed advertisements are considered acceptable in terms of their size, design, location and method of illumination, as they would respect the design and scale of the host building. Following officer advice, the proposed illumination of the fascia sign was revised to specify that only the lettering would be illuminated. The projecting sign was moved to be in alignment with the fascia, which is considered more appropriate.

Whilst the advertisements will have some impact in terms of light spill the light fittings are positioned away from the nearest windows and they are not considered to be harmful to the amenity of neighbouring occupiers. The signs are positioned in a typical location on the fascia of the shopfront and are not considered to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

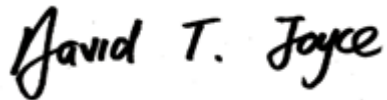
As such, the proposed development is in general accordance with policies A1 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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