

Application ref: 2018/6392/A
Contact: Matthew Dempsey
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Date: 22 February 2019

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Ms Jan Clark
Notemachine UK Ltd
Russell House Elvicta Business Park
Crickhowell
NP8 1DF
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
305 Finchley Road
London
NW3 6DT

Proposal:
Display of internally illuminated fascia sign above existing ATM (Retrospective).

Drawing Nos: Site Location Plan, Pre-existing Plan and Elevation, As-0installed Plan and Elevation, Typical Fascia Elevations NM-GA-F1-B.

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 advertisement consent:

The proposed signage is considered appropriate in this location. The ATM is already in place having been granted consent under reference: 2007/1522/A. This application seeks consent for the internally illuminated fascia sign immediately above the existing ATM.

The signage is considered acceptable in terms of its location, size, scale, design and method of illumination, and will not harm the character and appearance of the host building and the surrounding street scene.

The signage would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety.

The application site history and relevant appeal decisions have been taken into account when coming to this decision.

Considerable importance and weight has been attached and special attention has been paid to the desirability of preserving and enhancing the character and appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory

Reform Act (ERR) 2013.

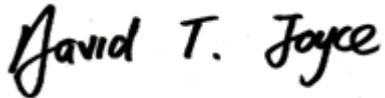
As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The development also accords with the London Plan 2016 and the National Planning Policy Framework 2019.

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