

Application ref: 2018/5755/A
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RPS
140 London Wall
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**21-22 Northways Parade
Finchley Road
London
NW3 5EN**

Proposal:

Installation of 2 x internally illuminated fascia signs and 1 x internally illuminated projecting sign.
Drawing Nos: Site Location Plan 16.023/ADV30, 16.023/ADV31, 16.023/ADV32 RevC,
CD-ASW116600-1.1, CD-ASW116600-1.2, CD-ASW116600-1.3, 02_4909_02.

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 host property is a mixed use building, with commercial uses at ground floor and residential flats above. 21- 22 Northways Parade is positioned at the fork of Finchley Road and College Crescent. The ground level at this part of Finchley Road is lower than that of College Crescent and so the building is both 6 and 7 storeys in height.

The Fascia adverts will be placed on the Finchley Road elevation, facing West, and on the southern elevation facing towards the Swiss Cottage gyratory. The projecting sign shall be installed at 2.5m from ground level on the Finchley Road side. No advertisements are to be placed on College Crescent as part of this proposal. No vinyl manifestations are to be applied externally.

The proposed adverts are considered to be acceptable in terms of their size, design, location and method of illumination. Only the lettering on the fascia sign will illuminate. They will preserve the commercial character of the host building, the surrounding streetscape and will not be detrimental to the nearby conservation areas.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or 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 2013.

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

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer