

Application ref: 2019/3438/A
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Date: 25 October 2019

Development Management
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Mr Laurence Hawkins
1 Jubilee street
Brighton
BN1 1GE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

233 Finchley Road
London
NW3 6LS

Proposal:

Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign.
Drawing Nos: Site & Location Plan, D01R01, D02R01, D03R02, D04R01

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 and projecting signs are considered acceptable in terms of size and location and are appropriate in design and method of illumination as they respect the architectural features of the host building and are typical within the surrounding area. Following officer advice, the proposal has been amended to reduce the width of the projecting sign. As a result, the proposed signs would not be considered harmful to the visual amenity of the area where there are a number of illuminated signs and the proposals would not be considered unduly dominant in this commercial area.

Whilst the advertisements will have some impact in terms of light spill, the signs would be in a typical position with a low level of illumination, they would not be considered to disturb neighbouring occupiers or so distracting as to be hazardous to road users and therefore raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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 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 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 centered on the page.

Daniel Pope
Chief Planning Officer