

One sign and Digital
D86 Princesway north
Team Valley
Gateshed
NE11 0TU
United Kingdom

Application Ref: **2019/5265/A**
Please ask for: **Nathaniel Young**
Telephone: 020 7974 **3386**

21 January 2020

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**8 Harben Parade
Finchley Road
London
NW3 6JP**

DECISION

Proposal: Display of 1 x internally illuminated fascia sign, 1 x non-illuminated transom sign and 1 x internally illuminated projecting sign (retrospective).

Drawing Nos: Finchley Road Planning Artwork drawing pack prepared by one sign and digital dated 15.10.2019

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.

Executive Director Supporting Communities



- 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 display of a new internally illuminated fascia sign and projecting sign and non-illuminated transom sign are considered to be acceptable in terms of their size, siting, design, colour, materials and luminance levels. The proposed fascia sign measures 7840mm (w) x 715mm (h) and is made up of a 2.5mm folded aluminium fascia panel, with 100mm returns, powder coated BS10E53 Yellow and would read "TheWorks.co.uk" in RAL 5013 Blue. The outline of the letters, and no other part of the signage, would be statically illuminated by small LED lights housed in the backtray with a luminosity level of 200 cd/m². The proposed projecting sign, measuring 700mm (w) x 700m (h) would be double sided, internally illuminated and fixed to the proposed fascia with colours, details and illuminance levels to match the fascia sign. The non-illuminated transom sign of a similar colour scheme and detail, measures 3510mm (w) x 545mm (h).

The advertisements are considered appropriate for their context and would not harm the character and appearance of the subject building or obscure or damage specific architectural features of buildings.

The sign would not have any adverse impact on the neighbouring amenity given the sign's low level position on an established commercial parade and would not significantly project from the building, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision. As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, 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

Director of Regeneration and Planning

DECISION