

Application ref: 2021/3469/A  
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Date: 6 September 2021

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Clarke Willmott LLP  
Clarke Willmott LLP  
Blackbrook Gate  
Blackbrook Park Avenue  
Taunton  
TA1 2PG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**5 Harben Parade  
Finchley Road  
London  
NW3 6JR**

Proposal:

Display of 1x fascia sign, 1 projecting sign and window vinyl

Drawing Nos: Site location plan and 15750 Rev.E.

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 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.

- 4 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.

- 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.

- 6 The internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the proposed fascia sign shall not exceed 300 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent:

The proposed signs are considered acceptable in terms of size, location, detail and method of illumination. They would be modest in scale to the host building, respect the architectural detail and be appropriate to the character of the host building and surrounding area. The fascia board would be raised from its lower siting to match the location and scale of the adjoining premises which would be an improvement. To ensure light and privacy can be sufficiently achieved for the gym, an etched

vinyl with the company's logo along the top is proposed across part of the fenestration. It is considered to be acceptable as it still maintains an active frontage and the logo is small scale in relation to the vinyl. In the wider street scene, there is existing signage with illuminated lettering nearby. Due to the proposed low-level illumination limited to lettering only, the signs would not be considered unduly dominant in the street scene.

Whilst the advertisements will have some impact in terms of light spill, the revised signs are in a typical position at a low level of illumination. Therefore, they would not be considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety and raise no public safety concerns. A condition is attached to ensure that the illumination does not exceed 300 candelas per square metre.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, The London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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