

Application ref: 2021/6254/A
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1-2 Venture court
Hinckley
LE10 3BT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
177 Finchley Road
London
NW3 6LB

Proposal:

1x canopy sign, 1x internally illuminated fascia sign, 2x internally illuminated projecting signs and internally and externally applied window graphics.

Drawing Nos: Location Plan, Site Plan, 8461 Puregym Finchley Road Externals Issue Option 2 Issue 3.

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 Reasons for granting consent -

The site is occupied by a seven storey 1960s infill building on the south side of Finchley Road, recently permission has been granted for conversion from a supermarket to a gymnasium (ref 2021/2071/P) and subsequent plant and shopfront alterations (ref 4921/P). The site is neither in a conservation area nor in close proximity to any listed buildings, but is within the Finchley Road / Swiss Cottage Town Centre.

A non-illuminated sign is proposed on the canopy, this would replace an existing non-illuminated sign in the same position. An internally illuminated sign is proposed on the fascia board below the canopy, replacing a similar internally illuminated sign. Two internally illuminated projecting signs are also proposed at fascia level, these are 160mm deeper than the previous supermarket projecting signs but 500mm less in terms of projection. The advertisements are similar in nature to those existing and considered sympathetic to the host building and appropriate to the character of the building and the parade.

Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the host building, streetscene and wider area.

The signage would not harm the amenity of neighbouring occupiers in terms of

outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

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 of the Camden Local Plan 2017. The proposed development also accords with 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 blue rectangular background.

Daniel Pope
Chief Planning Officer