

Application ref: 2022/3436/A  
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Date: 11 January 2023

**Development Management**  
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Hone Edwards Associates  
2nd Floor Millars Three  
Southmill Road  
Bishops Stortford  
CM23 3DH

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**149 Finchley Road**  
**London**  
**NW3 6JH**

Proposal:

Display of an externally illuminated fascia sign ('KFC' lettering sign), an internally illuminated fascia sign ('Colonel bucket' sign) and an internally illuminated projecting sign ('Colonel bucket' sign).

Drawing Nos: (3393/-)G012, G210 rev F; Design and Access Statement from Hone Edwards Associates (ref. HEA/3393/2022) received 27/05/2022.

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 advertisement consent:

The proposed signage would replace existing similar signs displayed at the front of the building and are considered to be acceptable in terms of their size, design, location, methods of illumination and luminance levels. Though internally illuminated signs would not normally be acceptable, in this particular instance, the signs would be modestly sized and with suitably low luminance levels (a maximum of 210 cd/m<sup>2</sup>), and as such, would appear appropriately displayed within the context of this particular commercial high street environment.

Concern was initially raised by the Council in regard to the proposed inclusion of two methods of illumination (both external and internal) for the proposed 'KFC' fascia lettering sign, in so far as this would introduce an unnecessarily excessive amount of illumination to the frontage and high street. However, the applicant responded to this concern by submitting amended drawings which omitted the internal method of illumination entirely from this sign. On that basis, the revised signage proposals are considered to be acceptable.

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

As such, the proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 Proposals to display illuminated signage inside the shopfront glazing as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and as such, do not require formal determination by the local authority in the form of an advertisement consent application.

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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written in a cursive style.

Daniel Pope  
Chief Planning Officer