

Application ref: 2023/1327/A
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Date: 21 June 2023

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PRIVATE
21 FIRST AVE
ACTON
LONDON
W3 7JP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**SKYLARK COURT
317 317 FINCHLEY ROAD
LONDON
NW3 6EP**

Proposal:

Temporary (for a period of 18 months) display of a shroud advertisement, measuring 8m in height x 7.7m width

Drawing Nos: Location Plan, PY4486/001/rev B; Site Plan, PY4486/002/rev B; Existing East Elevation, PY4486/003/rev B; Existing West Elevation, PY4486/004/rev B; Existing North Elevation, PY4486/005/rev B; Proposed East Elevation, PY4486/006/rev B; Proposed West Elevation, PY4486/007/rev B; Proposed North Elevation, PY4486/008/rev B; Standard Specifications, PY4486/009/rev B

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 The shroud advert hereby approved shall be removed either not later than 18 months from the date of this permission, or at the completion of construction works for the building, whichever is sooner.

Reason: To safeguard the visual amenity of the area, and the amenity space and privacy of occupiers, in accordance with policies G1, D1 and A1 of the Camden Local Plan 2017.

- 6 Notwithstanding what is shown on the plans hereby approved, the shroud shall not be illuminated at any point.

Reason: To safeguard the visual amenity of the area, and the amenity space and privacy of occupiers, in accordance with policies D1 and A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission/consent-

The proposal involves displaying a shroud advert, as part of scaffolding with exterior wrapping, to be erected on the north elevation of a multi-level building, approved under planning permission 2016/2910/P and currently under construction at the application site. The scaffolding would cover the full extent of the building's 10 storey western wing, adjacent to Finchley Road.

The scaffold wrapping would display a 1:1 image of the completed building. Inset within the wrapping, at the building's third to fifth levels would be the shroud advert. The advert would be oriented to face three south bound traffic lanes on Finchley Road. The advert would be changed monthly with a different ad design and would be changed from behind the scaffold, not requiring the use of a cherry picker or similar equipment.

Visual effects:

The scaffolding would cover the eastern wing of the building, which is most prominent to Finchley Road, with the western wing being partly detached from, of a lower height and partly obscured by existing buildings north-west of the site.

The advert would be positioned just below mid-height and central to the eastern wing elevation. The advert would occupy the central glazed bay of the three sets of glazing across the width of the building. Overall, the advert would be appropriately positioned and sized such that it would appear in keeping with the proportions and form of the building bulk and building image depicted on the wrapping.

Finchley Road is a wide and busy road and is therefore able to accommodate the scale of the proposed advert, as viewed together with the scaffolding and surrounding building image wrapping. The immediate surrounding area, while primarily residential in nature, accommodates some office use and ground floors are predominantly commercial use. The mixed use nature of the environment, together with the general busyness of the area and spacious setting provided by Finchley Road, would ensure the advert would not appear not dominate over nor appear discordant with the street setting and character of the locality.

In addition, the 1:1 building image would assist with mitigating the prominence of the advert while also obscuring the shell of the building and affording passersbys a depiction of the building as it would appear completed.

Lastly, adverse visual effects of the should advert would be temporary in nature only, with the advert being limited to a temporary period and be removed after a period of 18 months or at the completion of works, whichever is sooner.

Conservation effects:

The advert would be visible from buildings on the opposite side of Finchley Road, which sit within the Redington Frogna Conservation Area. Council's Conservation Officer has raised no concerns with the proposed shroud advert. Noting the advert would be appropriately integrated into the building elevation and be separated a generous distance from the Victorian terraces to the north-east, with a visual break being provided by the expanse of Finchley Road, the advert would cause minimal harm to the Conservation Area.

Transportation effects:

Council's Transport Officer has raised no objection to the proposal.

Amenity effects:

The shroud advert may be viewed obliquely from small areas of glazing at the south-eastern corner of the building at 543 Finchley Road. The advert may also be visible from other residential properties on Finchley Road. Given the separation

distance of the advert from residential properties and noting the advert does not face directly onto the main glazing of any residential property, the advert would maintain an acceptable level of residential amenity.

The sign is considered acceptable in terms of its location, size and design, and would not harm the character and appearance of Finchley Road or the Redington and Frognal Conservation Area. Furthermore, they would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

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

As such, the proposed development is in general accordance with policies G1, D1, D4 and A1 of the London Borough of Camden Local Plan 2017.

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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