**ADDENDUM TO DELEGATED REPORT**

**2013/8151/A – Land adjacent to 135 Finchley Road**

Relevant History

**Land adjacent to 135 Finchley Road**:

**Refused 31/05/2012**: 2012/0076/A - Display of internally illuminated digital display panel on monopole. The proposed advertisement was refused on harm to visual amenity and public safety contrary to policies CS14, DP24 and DP21.

**Appeal dismissed 11/01/2013 (APP/X5210/H/12/2179935):** The appeal was dismissed as a result of harm to the character and appearance of the streetscene.

**Jewish Community Centre 341-351 Finchley Road:**

**Refused 03/01/2014** 2013/7024/A - Installation of a free standing LED internally illuminated public information display sign. The proposed advertisement was refused by reason of its size, height, prominent location and the internal illumination would be harmful to the character and appearance to the streetescene.

**Appeal ongoing (APP/X5210/H/14/2213739) start date - 05/03/2014.**

**The Royal Central School of Speech and Drama, Eton Avenue:**

**Refused 30/09/2013:** 2013/2220/A - Temporary display of internally illuminated digital hoarding and image boards on College Crescent elevation of existing school (D1). The proposed advertisement was refused on excessive size, prominent location and internal illumination which would harm the character and appearance of the street scene contrary to CS14 and DP24.

**341-359 Finchley Road:**

**Refused & warning of enforcement action 09/11/2011**: - 2011/4804/A Display of 2 x internally illuminated hoarding signs fronting Finchley Road for a temporary period of 9 months. (Retrospective). Advertisement was refused on the basis that it was unacceptable due to the excessive display distracting from the streetscape and existing buildings, contrary to policies CS5, DP25 and CPG1. Enforcement action was warned as the existing hoardings were not considered to be permitted under Class 8 ‘deemed consent’.

**Appeal allowed** **06/07/2012** (**APP/X5210/H/11/2164839):** The appeal was allowed as it was considered that the advertisement was not unduly detrimental to the interests of amenity or public safety (subject to conditions).

Relevant Polices

LDF Core Strategy, Development Policies and Camden Planning Guidance:

**CS14** – Promoting High Quality Places and Conserving Our Heritage

**DP24** – Securing high quality design

**CPG1** – (Design) Chapter 8

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

**Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

Amenity

It is clear from the appeal at Land Adjacent to 135 Finchley Road ref: APP/X5210/H/12/2179935 that the Planning Inspectorate takes seriously the impact of advertisements on the character and appearance of the stretescene.