

## Supporting Statement

The application site is New College Parade, Finchley Road. The building is a 3-storey building, which is currently configured as retail on the ground floor and units above. The advertising on the building is a long-standing use that has been established over 10 years.

### The Proposal

The proposal is to replace one large "48 sheet" advertising display measuring 6m wide by 3m high from the South facing gable wall of the property and replace it with one single sided advertising display measuring 2m wide by 3m high.

The proposed display will represent a dramatic 3-fold reduction in surface area compared with the current configuration.

### THE MAIN PLANNING ISSUES

The two determining issues with applications for express consent for advertisements are public safety and amenity.

#### PUBLIC SAFETY

In terms of public safety, the application would not appear to raise any substantive issues. It is well presented to the roadside within a driver's normal cone of vision and can be easily assimilated fleetingly at a glance. It would not appear as a sudden surprise. Traffic speeds are slow and urban at a maximum of 30 mph. All in all the application would not appear to raise any obvious public safety concerns.

In this case this is a normal display panel in a commercial area, and neither the exact location nor the advert itself are novel or unusual such as to trigger public safety concerns here. There have been advertising displays on this site for over 10 years and no public safety issues have been raised in that time.

#### AMENITY

There have been advertising displays at this location for over 10 years and the display in situ benefits from planning permission by way of deemed consent under class 13 of the Town and Country Planning (Control of advertisements) 2007 regulations.

The proposed display will be in scale with the host and adjacent buildings.

The general character of the area is a busy urban location where the proposal will be in keeping with, but subservient to the scale of its neighbours. The proposed display would fit within the scale of its surroundings and would not dominate the area. The scale of the built development and infrastructure is such that the advertisement structure will be entirely appropriate, in scale with its context.

The scheme proposes high quality advertisement structure, made out of top quality materials; designed to fit into the streetscape, reflect the vertical orientation of host building.

The proposed display will be of a high standard of design in accordance with Camden's LDF Policy CS14 (Promoting high quality places and conserving our heritage) of the Core Strategy DPD.

The proposal would comply with Policy DP24 of the Development Policies DPD, which requires development to consider the character, setting, context, form and scale of the neighbouring area. The advertisement structure's size and location has also been designed having regard to the urban realm and with consideration for public safety.

The character of the location is such that the proposal would be appropriate within its setting; the scale is compatible with the height, bulk and massing of the adjacent built environment.

The proposal is considered to be well located within the application site and overall street scene; it would be appropriate to its location, in scale with its surroundings, in keeping with the adjacent land use, would not detract from the appearance of the site or surroundings, cause undue injury or harm to the amenities of the area.

It is considered this is a positive proposal that accords with NPPF policies in terms of sustainability, will not be overwhelming on the area and have no cumulative effect, but will be of benefit to local businesses and this busy, thriving area.

The proposal will have no access, travel or crime implications.