

Delegated Report

Expiry Date:

27/06/2012

Officer

Aysegul Olcar-Chamberlin

Application Number

2012/2497/A

Application Address

465 Finchley Road
London
NW3 6HS

Application Type:

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation:

Refuse Advertisement Consent

Proposal

Display of an externally illuminated shroud on scaffolding on West End Lane and Finchley Road elevations for temporary period from 01/07/12 to 30/06/13.

Consultations

Summary of consultation responses:

Site Description

The application site is a four storey building on the western side of Finchley Road at the junction with West End Lane. The site lies within a designated Neighbourhood Centre. While the site is not in a Conservation Area the building 50m to the West (Buckingham Mansions) at 353 West End Lane are in the West End Green Conservation Area. The site is also located opposite to Grade II listed St Andrew's United Church on the corner of Finchley Road and Frognal Way in the Redington Frognal Conservation Area.

The property is in a poor state of repair and has been vacant for a long period of time.

The locality is a combination of commercial premises and residential dwellings. The ground floor shops on along Finchley Road are characterised by small shops displaying the customary associated signage.

Finchley Road is a Red Route, for which Transport for London (TfL) are the highway authority.

Relevant History

2010/1084/P – Planning permission was granted on 30/04/2010 for the extension of time limit pursuant to planning permission granted on 12/03/2007 (reference 2006/3212/P) for the change of use of two Class A1 (Retail) units to one Class A3 (Restaurant) with external seating on the side forecourt, plus the erection of a ventilation extract duct on the rear elevation.

2011/3117/P - Planning permission was refused on 12/09/2011 for the Erection of extensions at lower ground and ground floor level (West End Lane elevation), creation of roof terrace at first floor level, extension of existing mansard roof at third floor level, installation of new windows at first to third floor level and change of use from a self-contained flat (Class C3) at third floor level (465 Finchley Road) and a house in multiple occupation (Sui Generis) first to third floor level to 7 self-contained flats (6 x 1-bed & 1 x 2-bed) at part lower ground and ground floor to third floor level.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 – Managing the impact of growth
CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP21 – Development connecting to the highway network
DP24 – Securing high quality design
DP25 – Conserving Camden's Heritage
DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 2011

CPG1 – Design (Section 8)

Assessment

Proposal

The application relates to display of an externally illuminated shroud on a scaffolding (which has not been erected yet) on the West End Lane and Finchley Road elevations of the building for a temporary period from 01/07/12 to 30/06/13. The proposed scaffolding shroud would wrap around the entire the West End Lane and Finchley Road elevations of the building and would be externally illuminated by four floodlights fixed above on the West End Lane elevation (between 7am and 12am). The shroud would be 18m x 12.8m on the West End Lane elevation and 13.6 x 13.3m on Finchley Road elevation and would be fixed approximately 2.2m above the street level. The advertisement coverage would be 13.2m x 12m on the West End Elevation.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Design and Amenity

It appears from the planning history that the application property has no valid planning permission for external alterations which require scaffolding. However the agent of this application in his covering letter mentioned that there would be external refurbishment or repair works and therefore a 12 month of temporary consent for advertising to cover the unsightly scaffold was required. No details of the repair or refurbishment works were submitted with this application. The officer's site visit also revealed that there was no existing scaffolding around the application site.

In terms of shroud advertisements CPG1 states that advertisements covers no more than 20% of each elevation and respect the architectural form and scale of the host building. This guidance for sensitive locations such as conservation areas and listed buildings states that the advertisement should not cover more than 10% of each elevation and should not be fragmented. Given the proximity of the site to the conservation areas and the listed building 10% threshold would be appropriate in this case. The proposed advertisement would nearly cover 70% of the West End Elevation and would be well above the threshold for sensitive areas.

The proposed advertisement shroud would be highly visible from the junction of West End Lane and Finchley Road and also from the pedestrian crossing points at this major junction. It is considered that the proposed advertisement shroud would be prominent in local and longer views due its size, location and extent of projection. It would be un-necessary and excessive clutter on the streetscene which would result in a detrimental visual impact on the building, the streetscene and on setting of the surrounding Conservation Areas and the nearby listed building.

Public Safety

Policy DP21 requires the development proposals to avoid disruption to the highway network, its function, causing harm to highway safety and unnecessary clutter. The proposed advertisement

shroud would be visible by north bound traffic approaching the Finchley Road or West End Lane junction. Both TfL and the Council's transport planner raised concerns over the impact of the advertisement shroud on the traffic safety. The proposed advertisement would be right adjacent to a busy traffic junction and therefore could be a potential safety hazard by distracting passing drivers. Given the illuminating the proposed advertisement shroud would appear particularly prominent at night and could pose as a distraction to moving traffic.

It is considered that the proposal would jeopardise traffic safety and would be contrary to policy DP21.

Recommendation

The proposed advertisement shroud by reason of its prominent location, excessive size and illumination would harm the visual amenities and the traffic safety, contrary to policies CS14, DP24, DP25 and DP21 of the Local Development Framework and the application is therefore recommended for refusal.

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