

Infinity Outdoor Ltd
52 Berkeley Square
LONDON
W1J 5BTApplication Ref: **2012/2497/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 6374

27 June 2012

Dear Sir/Madam

DECISIONTown and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007**Advertisement Consent Refused**Address:
465 Finchley Road
London
NW3 6HSProposal:
Display of an externally illuminated shroud on scaffolding on West End Lane and Finchley Road elevations for the temporary period from 01/07/12 to 30/06/13.
Drawing Nos: Site Location Plan; Site Visual (photos of existing building); West End Lane Elevation (as proposed); Finchley Road elevation (as proposed); GIH Flood Light Specifications; and Scaffold Specification.The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed advertisement shroud, by reason of its size, location and extent of projection would be detrimental to the character and appearance of the host property and the surrounding West End Green Conservation Area and Redington Frogna Conservation Areas and the listed building at St Andrews United Church. The proposal would thereby be contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our



heritage) of the London Borough of Camden Core Strategy Development Plan Document 2010, and to policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage), DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Development Policies Development Plan Document 2010.

- 2 The proposed advertisement shroud, by reason of its size, location, and illumination, would be detrimental to the function and safety of the highway network as it would be a serious distraction to drivers. The proposal would thereby be contrary to policy DP21 (Development connecting to the highway network) of the London Borough of Camden Development Policies Development Plan Document 2010.

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