

Outdoor Advertising Consultant
21 First Avenue
Acton
London
W3 7JP

Application Ref: **2011/4804/A**
Please ask for: **Nicola Tulley**
Telephone: 020 7974 **2527**

9 November 2011

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:
341 - 359 Finchley Road
London
NW3 6ET

Proposal:

Display of 2 x internally illuminated hoarding signs fronting Finchley Road for a temporary period of 9 months. (Retrospective)

Drawing Nos: Site allocation plan; 2x A4 photos; Drawing ref; elevation.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed continued display of the internally illuminated hoardings by virtue of their prominent location; excessive size and nature of illumination would be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and undue visual intrusion into the general street-scene contrary to Core Strategy Policy CS14 (Promoting High Quality Places and Conserving Our Heritage) and Development Policy DP24 (Securing high quality design) of Camden's Local Development Framework.
- 2 The continued display of the internally illuminated hoardings by virtue of their



excessive size, nature of illumination and prominent location in close proximity to a signalised pedestrian crossing would cause undue distraction causing conditions which are prejudicial to highway and pedestrian safety, contrary to Development Policy DP21 (Development Connecting to the Highway Network) of Camden's Local Development Framework.

Informative(s):

1

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