

Delegated Report		Analysis sheet		Expiry Date:		17/08/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number			
Rob Willis				2009/5634/A			
Application Address				Drawing Numbers			
ESCP Europe Business School 527 Finchley Road London NW3 7BG				See Decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal							
Display of 2 internally illuminated, free-standing signs to the Finchley Road boundary of business school (Class D1).							
Recommendation:		Refuse advertisement consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		None received					
CAAC/Local groups comments:		None received					
Site Description							
<p>The application site comprises a substantial 3 storey red brick built Victorian property, which is currently used as a business school for postgraduate students. The building is set back from Finchley Road and much of it is screened from public view by mature tree cover, within an attractive landscaped setting.</p> <p>The building is not listed, and is not located in a conservation area, but is in close proximity to the Redington Froggnal Conservation Area, which borders Finchley Road to the other side of Finchley Road, and to the West End Green/ Parsifal Road Conservation Area, which borders the back of the site to the north east.</p>							
Relevant History							
<p>PWX0202946: Planning permission granted on 28-10-2003 for the erection of a two-storey lecture theatre; together with the erection of a single storey student lounge within the existing internal courtyard area; the erection of a three- storey fire escape to the eastern elevation; the erection of a cycle shed and bin store; the improvement of the existing residential accommodation; and associated minor alterations.</p>							

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours
B1 – General design principles
B4 – Shopfronts, advertisements and signs
B7 – Conservation areas

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

CS14 – Promoting high quality places and conserving our heritage
DP24 – Securing high quality design
DP25 – conserving Camden's heritage
DP26 – Managing the impact of development on occupiers and neighbours

Assessment

The proposals seek the installation of two internally illuminated signs, which will be located immediately behind a low brick wall that forms the front boundary to the site, facing onto Finchley Road. One sign would be located to the southern end of the front boundary, next to the junction between Finchley Road and Parsifal Road, the other to the northern end, close to the boundary with no. 527a Finchley Road.

Under Planning Policy Guidance Note 19 (PPG19) Outdoor Advertisement Control, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. These matters are dealt with in turn below.

Amenity

Visual amenity: The proposed signs would change the appearance the front of the application site by introducing a new illuminated element to the front boundary that is currently characterised by green landscaping, with a substantial Victorian building forming the backdrop. The wider area surrounding the application site is residential in nature, and does not contain any illuminated signs. It is considered that the attractive setting of no.527 Finchley Road and visual amenity of the wider area would be harmed by the introduction of illuminated signage. The type and level of illumination proposed is therefore not considered to be acceptable on design grounds. Furthermore, both signs would be visually prominent: the signs start at 1.5 metres above ground, with the top of the signs 2.5 metres from the ground. The signs themselves would measure 1m x 2m. It is considered that, given that they are both illuminated, the proposed signs would be too prominent, and fail to integrate into their setting.

The application plans also show that the proposed signs would be additional to the existing signs to the entrance to the site (to the centre of the Finchley Road frontage), and on the corner of Finchley Road/ Parsifal Road. In addition, there is a telephone box on the corner of Finchley Road/ Parsifal Road that already contains advertisements. As such, it is considered that the proposals would lead to a proliferation of signs that would create a sense of clutter.

The detrimental impact of the illumination of the signs, their size and the visual clutter that would arise would be sufficient to warrant refusal of the application.

Artificial light levels: As the application proposes the installation of internally illuminated signs in a predominantly residential area, the potential impact on amenity as a result of increased artificial light should also be considered. The southern sign is located approximately 35 metres from the nearest (opposite) dwelling, whilst the northern sign is located approximately 45 metres from the nearest (opposite) residential dwelling. Therefore, whilst the introduction of illuminated signage at this location is not considered to be acceptable on the grounds of visual amenity, harm to amenity through increased light pollution is not considered to be a reason for refusal due to the distance from the nearest affected residential properties.

Public safety:

By virtue of the nature and size of the proposed signs, it is considered the proposals would not cause a danger to public safety.

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