

<b>Delegated Report</b>			<b>Expiry Date:</b>	15/12/2013
<b>Officer</b>			<b>Application Number(s)</b>	
Obote Hope			2014/6692/A	
<b>Application Address</b>			<b>Application Type:</b>	
13 New College Parade Finchley Road London NW3 5EP			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of 1x internally illuminated advertising hoarding to side elevation replacing existing hoarding on property.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		N/A		
<b>Site Description</b>				
The site is a six storey terrace property located on the north side of Finchley Road on New College Parade. The property is not in a conservation area and is not a listed building.				
<b>Relevant History</b>				
None relevant				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
<b>Core Strategy:</b>				
CS5 (Managing the impact of growth)				
CS14 (Promoting high quality places and conserving our heritage)				
<b>Development Policies:</b>				
DP24 (Securing high quality design)				
DP26 (Managing the impact of development on occupiers and neighbours)				
<b>Camden Planning Guidance 2013:</b>				
CPG 1 (Design)				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough</b>				

## Assessment

### Proposal:

The application relates to the installation of an internally illuminated advertisement display board which will be located on the eastern flank elevation of the property between the fourth and sixth floor. The advertisement will measure 7.89m in height by 5.3m wide by 0.3m deep and the base of the advertisement will be 7.9m from ground level. The advertisement will replace the existing advertisement. It is proposed to replace one large '48 sheet' advertising display measuring 7.8m x 5.3m with a similar display with internally illuminated with LED lighting. There is no history of granting express consent for the existing advertisement. However the advertisement would be located in a more central location a shift of 1.6m from the edge of host building. There is no evidence that consent was granted for the advertisement consent for the original sign.

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.

### Amenity:

The Council provides specific guidance on advertisements, signs and hoardings in Camden Planning Guidance (CPG1 Design). CPG 1 states that generally advertisements will only be acceptable at fascia level or below (Para. 8.7). Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties. Whilst it is accepted that the flank wall of the property has no architectural details above the ground floor retail unit, the introduction of an internally illuminated panel with LED lighting that is extremely large and in such a prominent location between fourth and sixth floor would represent an unwelcome, visually obtrusive and unattractive addition to the streetscene, thus having a detrimental impact on the host property.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent elevation.

### Additional Info:

Camden Council is currently running a hoarding removal initiative throughout the borough. It is focusing its efforts initially on removing hoardings on major routes and hoardings located within conservation areas. The Council is seeking to ensure that the design and siting of advertisements positively contribute to the appearance of the area. All adverts affect the appearance of an area and, where they are displayed, they should respect buildings and the surrounding context.

### Public Safety:

The agent has specified that the luminance would be restricted to 600cd/m<sup>2</sup> during hours of darkness. And the screen would change every 10 seconds however; the centrally positioned hoarding would considerably increase the impact of the advertisement, particularly at night as seen from street level and by the drivers of vehicles travelling north along Finchley Road.

**Recommendation:** Refuse Advertisement Consent