

<b>Delegated Report</b>			<b>Expiry Date:</b>	11/05/2015
<b>Officer</b>		<b>Application Number(s)</b>		
Obote Hope		2015/1431/A		
<b>Application Address</b>		<b>Application Type:</b>		
Flank Elevation New College Court 13 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>				
EN11/0788 for: The erection of an advertisement hoarding on the flank wall of New College Court, Finchley Road. Discontinuance Notice <b>Dismissed</b> 04/10/2013.				
2014/6692/P for: The display of 1 x internally illuminated LED screen display hoarding to side elevation of flat, between the fourth and six floor. <b>Refused</b> 15/12/2014 Subject to appeal.				
<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>				
<b>National Planning Policy Framework 2012 (Paragraph 67)</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 third and fifth floor. The advertisement measures 7.89m in height by 5.3m wide by 0.6m deep and the base of the advertisement will be 7.7m from ground level. The advertisement will replace the existing advertisement hoarding. 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.

The existing advertisement hoarding was successfully appealed (APP/X5210/H/13/2196672) following a discontinuance notice. However, the discontinuance notice is not based on an application for express consent, and as such, would not be subjected to local planning policies as set out within the LDF. The material test in determining this advertisement consent, which was not a material consideration with the discontinuance notice are:

- The design and siting of the advertisement
- Whether such an highly visible advertisement would make a positive contribution to the area, and
- As a result of the proposed work would the hoarding result in harm to the residential amenity.

The proposed illuminated hoarding would be highly visible due to its size, setting and location, the change of the location by moving the existing hoarding centrally by 1.6m from the edge of host building would result in a more prominent location which would have a detrimental impact to the host building and wider area.

The proposed advertisement hoarding would fail to consider the character, setting, context, form and scale of the flank elevation, as the proposed 'light box' would be more than two storeys in height covering just below 40sqm of the flank elevation.

The previous application is subject to appeal and the appellant is proposing a reduction in the hours of illumination. However, the illuminated hours being proposed between 06:00 to 23:00 Monday – Sunday and on Bank Holidays would not provide justification for allowing this extremely large advertisement to be displayed, as this would set a dangerous precedent throughout the borough.

The proposed advertisement hoarding would not add nor contribute to the colour or interest of the streetscene or be an integral feature that would add to the character of the host building, the overall visual effect of the display would be an obtrusive addition that would result in material harm to the appearance of the building. Given the size and prominence of the site along with the level of illumination would also cause a material harm to the wider area that would have a detrimental impact with the visual amenity on Finchley Road. And as such, the proposal would not be in accordance with CS14, and DP24, which requires development to be a high standard of design.

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 is of no architectural merit 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 third and fifth 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 400cd/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