

29th January 2018

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007

Property: 124 FINCHLEY ROAD

Proposal: Replacement LED display measuring 3.2m x 5.76m.

Dear Sir/Madam,

I enclose an application for express consent for the installation of a replacement LED display measuring 3.2m wide x 5.76m replacing an already consented LED display unit.

Consent for an LED display was granted on appeal - APP/X5210/H/13/2203816; the appeal decision letter was dated the 3rd March 2014 and gave consent for a 2m x 3m LED internally illuminated display at first floor level. This display is currently installed and operation on the flank wall.

A further application (2016/1693/A) to retain a white surround was dismissed and the inspector determined that, despite a larger sign being acceptable, the design of white frame was not acceptable from a design perspective. He said:

“The white frame, however, would contrast markedly with the dark brickwork, forming an unsightly and unsympathetic surround for the sign. It would not be a high quality feature and would more than cancel out the positive aspects noted above”.

However he did point out that a larger sign would be acceptable and he commented further in this regard:

“Regina House is a modern 7 storey brick-built commercial building set within a shopping street in the Fitzjohns and Netherhall Conservation Area. Like the sign already permitted, the proposed sign would be situated on the north side elevation of the building at first floor level, just above the ground floor shops.

Although the Council’s Conservation Area Statement (CAS) lists No 124 as contributing positively to the conservation area, it does not appear to be of outstanding merit and its dark, largely blank northern elevation contributes little to the street scene. The proposed sign, though somewhat larger than that previously approved would still be reasonable in scale compared to the bulk of the side wall. It would enliven the street scene and would be in character with this well-lit commercial area”.

Taking full account of the inspector’s comments, significant improvements have been made to ensure the sign complies with design policies.

The existing sign is very small in relation to the host building and also its proximity to the road means that passers could find it difficult to clearly read messages with a passing glance. The larger sign will eliminate this problem.

Within half a mile of 124 Finchley Road there are two LED displays, granted within the last 2 years:

1. APP/X5210/Z/15/3063754

New College Court, New College Parade, Finchley Road, Camden, London NW3 5EX

Display of LED screen measuring 5m x 7.5m (37.5sqm)



2. 2016/4961/A –

121 Finchley Road.

Display of LED screen measuring 3m x 6m (18sqm), replacing a smaller sign of 3m x 4.5m



Existing



Proposed

In both cases the displays occupy far greater proportion of space on the host walls and are considered acceptable.

Existing View



Proposed View



We trust this application will be approved by the council but should it require any further information please do not hesitate to contact me either by telephone or via e-mail.

Yours faithfully,

Sam Dayeh
For and on behalf of DayLite LED Media Ltd