

Delegated Report			Expiry Date:	27/04/2018
Officer			Application Number(s)	
Matthias Gentet			2018/0744/A	
Application Address			Application Type:	
Jewish Community Centre 341-351 Finchley Road London NW3 6ET			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1 x internally illuminated wall-mounted advertisement screen on south facing flank elevation.				

Consultations

Several objections were received from residents at the following addresses:

- **Flat 4.1 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat G.8 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 3.9 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 3.7 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 3.1 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 5.2 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 3.1 Pulse Apartments, 52 Lymington Road, NO6 1HQ**
- **Flat 6.2 Pulse Apartments, 52 Lymington Road, NO6 1HQ**

The concerns raised are summarised below:

- Habitable rooms facing directly onto the sign would be affected by the display panel which would be a bright screen with images every 10seconds reflecting in the rooms until midnight;
- Damage would be caused to the structure, value and aesthetics of the host building;
- Proposal would ruin the streetscape and create artificial light pollution causing sleep disturbances;
- JW3 is a beautiful building and is quite an asset to the borough and the hoarding will diminish the attractiveness of JW3 itself;
- Hoarding will commercialise the residential area;

Summary of consultation responses:

Officer's Response:

The See paragraphs 3.1 to 3.5 in the below report.

An objection from **TfL** was received, and summarised as follow:

- The site of the proposed development is on Finchley Road, which forms part of the Transport for London Road Network (TLRN). TfL is the highway authority for the TLRN, and is therefore concerned about any proposal which may affect the performance and/or safety of the TLRN. Therefore, no skips or construction materials shall be kept on the footway or carriageway on the TLRN at any time.
- The proposed advertisement panel would cause potential driver distraction on Finchley Road due to its location and dimensions. This could cause drivers to get distracted away from traffic lights and traffic signs, increasing road danger in contradiction to the Mayor's Transport Strategy and Vision Zero.

Officer's Response:

See paragraphs 4.1 to 4.3 in the below report.

An objection from **ARKWRIGHT MANSIONS RESIDENTS ASSOCIATION (AMRA)** was received, as follow:

This huge illuminated advertising sign would be located on a six-lane Red

Route section of the Finchley Road that runs through one of the largest town centres in the London Borough of Camden, close to an extremely busy multi-phase controlled road junction with Arkwright Road and Lymington Road that is difficult and potentially dangerous to negotiate by drivers, cyclists and pedestrians alike. Arkwright Mansions lies on the south corner of Arkwright Road and Finchley Road, and our residents presently witness the many road accidents and near-misses that already occur at this road junction.

The high footfall around this road junction is exacerbated by the close proximity of Finchley Road and Frognal over-ground station and adjacent bus stops on both sides of Finchley Road. Yet pedestrians presently have no controlled crossing for either Arkwright Road or Lymington Road, and the nearest controlled crossing for pedestrians on the south side of this junction is some 100m further down Finchley Road. Advertising signs are designed to attract the attention of passers-by and the erection of an illuminated advertising sign of this size on the south facing flank elevation of JW3 would create a most hazardous distraction for all passing drivers, cyclists and pedestrians, making it potentially even more dangerous than it presently is - for all parties.

We are supportive of the L.B. Camden's policy to oppose such illuminated advertising signs on major roads. More specifically, we also support L.B. Camden's previous refusal to grant planning consent to a similar advertising sign along this six-lane stretch of the Finchley Road on the grounds that its excessive size, illumination, appearance and location "would harm the character and appearance of the host building, the street scene and [conservation area] contrary to Policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 - 2025, as well as Policy DP24 (Securing High Quality Design) and Policy DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework Policies 2010 - 2025" (2014/317/A).

Regarding these matters, it should be noted that JW3 is located in a largely residential area immediately opposite the boundary of the Redington and Frognal Conservation Area, which includes Arkwright Mansions. We certainly believe the proposed JW3 signage would have an adverse impact on the views out of this Conservation Area.

Officer's Response:
See paragraphs 3.1 to 3.5, 4.1 to 4.3 in the below report.

Site Description

The application site is a modern 9 storey building forming part of the Jewish Community Centre complex located on the west side of Finchley Road, slightly to the north of the junction with Arkwright Road and Lymington Road. The building is neither listed nor located within a conservation area but is

situated directly opposite the boundary of the Redington Frogna Conservation Area.

Relevant History

Site History:

2013/7024/A – (refused on 03/01/2014 and dismissed on appeal on 27/06/2014 ref: APP/X5210/H/14/2213739) - Installation of a free standing LED internally illuminated public information display sign.

2011/6020/A – (refused on 26/01/2012 with warning of enforcement action) - Display of 2 x internally illuminated hoarding sign fronting Finchley Road for a temporary period of 9 months. (Retrospective).

2011/4804/A – (refused on 09/11/2011 with warning of enforcement action but allowed on appeal on 06/07/2011 ref: APP/X5210/H/11/2164839) - Display of 2 x internally illuminated hoarding signs fronting Finchley Road for a temporary period of 9 months. (Retrospective)

Adjacent Site History:

No124

2018/0553/A – (on-going and to be determined) - Display of an LED internally illuminated digital advertisement sign measuring 3.2m in width by 5.76m in height.

2016/1693/A – (refused on 15/09/2016 and dismissed on appeal on 12/10/2016 ref: APP/X5210/H/16/3153195) - Display of an LED internally illuminated digital advertisement sign

2014/3174/A – (refused on 18/07/2014) - Display of one internally illuminated fascia sign at first floor level of building.

2013/2349/A – (refused on 19/06/2013 and allowed on appeal on 10/03/2014 ref: APP/X5210/H/13/2203816) - The display of an internally illuminated display board to the side elevation above existing retail unit (Class A1) at first floor level.

Relevant policies

National Planning Policy Framework, 2012

The London Plan 2016

London Borough of Camden Local Plan 2017

A1 (Managing the impact of development)

D1 (Design)

D2 (Heritage)

D4 (Advertisements)

T1 (Prioritising walking, cycling and public transport)

Camden Planning Guidance (2018)

CPG (Advertisement)

CPG1 – Design (July 2015 updated March 2018)

CPG6 - Amenity (September 2011 updated March 2018)

Redington and Frognal Conservation Area Appraisal (January 2003)

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

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Proposal and Background

- 1.1 Advertisement consent is sought for the display of an internally illuminated LED digital wall-mounted screen on the south facing flank elevation to provide a platform for the Jewish Centre to promote its events and facilities to the general public.
- 1.2 The proposed sign would measure 7.9m in height by 5.4m in width and 0.65m in depth. The displays would present a range of static images only that would change every 10 seconds but would not display moving images, animation and/or flashing lights.

2. Assessment

- 2.1 The principle considerations in the determination of this application are:
 - Design
 - Amenity
 - Transport and Public Safety

3. Design

- 3.1 Local Plan Policies D1 (Design) and D2 (Heritage) aim to achieve high quality design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area; and Policy D2 states that the Council will preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.
- 3.2 The proposed internally illuminated LED digital screen would measure 7.9m in height by 5.4m in width and 0.65m in depth including the frame (7.5m in height by 5m in width without the frame). The display face would cover an area of approximately 36.9sqm and would be affixed to the south-east facing, side elevation of the 9-storey building. The bottom of the sign would sit approximately 8.1m above ground level and right on the front edge of the cladding. Due to the anomalous height of the host building and the position of the adjoining building, which sits back at a significant distance from the street, the flank elevation of the building is highly visible and appreciated in longer views along Finchley Road and the neighbouring Redington and Frognal conservation area.
- 3.3 CPG (Advertisement) 2018 states that *'Digital advertisements are by design visually prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital billboards include locations within conservation areas, within predominantly*

residential areas, where the advertisement could become the most prominent feature of the street scene.'

- 3.4 The guidance further states that *'Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible. Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.'*
- 3.5 Whilst the host building is not in a conservation area, it is located in close proximity to the Redington and Frognal Conservation and the Grade II listed Camden Arts Centre. As such, any development in the chosen location would need to take into account the sensitive nature of the site and its impact on the host building, neighbouring conservation area and nearby listed building.
- 3.6 The proposed advertisement would be set at high level, and would be highly visible in short and long range views and views from the neighbouring conservation area. The proposal would appear as an overly dominant and incongruous feature within the existing streetscape and would introduce a large illuminated screen in area where such advertisements do not form part of the prevailing character of the street, and would thus fail to relate positively to the surrounding built environment nor would it preserve or enhance the character of the area.
- 3.7 The size and scale of the proposed sign is therefore considered to represent an incongruous and discordant addition that would have an unacceptable impact on the appearance of the host building, wider area and nearby conservation area, contrary to Policy D1 and D2 of the Camden Local Plan 2017.

Amenity

- 3.8 Policy A1 of the Local Plan seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered. It seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission for development that would not harm the amenity of neighbouring residents.
- 3.9 Officers note that objections have been received from neighbouring residents with regard to the unacceptable light spill that would occur as a result of the development and the impact this would have on the amenity of neighbouring properties. Whilst the proposed sign would display large electronic images, its level of illumination coupled with its distance (approximately 60 metres) from the nearest habitable room windows of the Pulse Apartment development directly to the south, would ensure no harm is caused to the amenity of neighbouring residents in terms of increased light pollution or loss of outlook. Furthermore, the size and location of the proposed advert would ensure no loss of light or privacy would occur as a result of its installation.
- 3.10 Therefore, given the above, no objection is raised to application on residential amenity grounds.

Transport and public safety

- 3.11 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact upon public safety, including when they distract road users because of their unusual nature.
- 3.12 The proposal would involve the erection of a large digital advertising sign on the south facing façade of the property at 341-351 Finchley Road. The sign would be visible to northbound vehicular traffic in the nearside view (i.e. slightly off to the left as a driver or cyclist looks ahead). In addition, the sign would not be located within 20 metres of a junction or pedestrian crossing controlled by traffic signals. The digital advertising sign would not obscure visibility to any traffic signs or traffic signals. The proposal is in accordance with the aforementioned guidance and best practice document in these respects.
- 3.13 The sign would display static images with an illuminance of 400 cd/m. It should not therefore constitute a significant distraction to road users. However, the size and location of the digital advertising sign raises road safety concerns which need to be considered further. The sign would be located adjacent to a point where the road layout changes noticeably on the northbound exit from a traffic signal controlled junction. To be specific, the sign would be located adjacent to the beginning of a northbound bus and cycle lane. It should be noted that a road safety audit has not been undertaken in support of the application. The significant size of the digital advertising sign is likely to constitute a distraction to northbound drivers and cyclists at a point where they would need to be focussing on the changing road layout ahead. The proposal is therefore considered to pose a risk to the safety of road users and pedestrians, contrary to policies A1 and D4 of the Camden Local Plan 2017.

4. Recommendation

Refuse Advertisement Consent