

**PLANNING COMMITTEE A – 27<sup>th</sup> April 5<sup>th</sup> March 2021**  
**ADDENDUM TO OFFICERS REPORT**

**Pages: 39-62**

**Item: 8**

**Reference: 20/0512/FUL**

**Address: R/O 2 Blenheim Road**

Objection received from Theresa Villiers MP:

*“As you will be aware, I am opposed to backland development. While I accept that there is already a building on the site, this is a single storey building and therefore the proposal to replace it by a much larger 2-storey building seems to me to be an overdevelopment of the site.*

*I am aware that there are concerns about the number of parking spaces being provided given the number of residents the development could house. Parking problems are already an issue in this area as has been mentioned in a number of objections. One resident has pointed out that the turning provision on-site is inadequate and, as a result, vehicles will have to back out onto Blenheim Road, which could pose a danger to pedestrians and other vehicles.*

*I also note the comments of the Chief Executive Officer of the Eleanor Palmer Trust who is concerned about the building overlooking their elderly residents.*

*I would be grateful if the planning committee would take my constituents’ objections into account before reaching a decision. I believe that the plan is an overdevelopment of the site and should be refused.”*

**Pages: 63-86**

**Item: 9**

**Reference: 20/3799/OUT**

**Address: 6 Oakleigh Park South**

Page 75 - Clarification that the 19 consultation responses received were all objections

**Pages: 87-94**

**Item: 10**

**Reference: 21/0667/ADV**

**Address: B193 East Barnet Road Into Cat Hill And Church Hill Road, EN4 8SX**

Comments received from Paul Bragg, Head of Network and Infrastructure – Environment

*“Bay Media are acting on behalf of the Council’s Highways Team, in terms of providing one element (lamp post banner advertising) of the Councils recently adopted Advertising Policy, as already agreed by the Councils Environment Committee. This is part of the Environment Committees agreed savings targets over the next 5 year period as this agreement with Bay Media provides the Council with guaranteed annual income which ensures that the Council are achieving best value from the efficient use of existing Highway Assets.*

*Bay Media have worked closely with the Planning Team in order to identify suitable sites that seek to avoid conservation areas and locations near listed buildings and therefore the applications now being*

*considered are for less sites than originally identified as being potentially viable advertising sites within the borough. This recognises the need for sensitive deployment of commercial advertising in the borough.*

*It is also import to understand that these applications are looking to establish an inventory of lamp posts which could potentially be utilised for the attachment of commercial advertising banners and hence provide flexibility on available sites across the borough. There are very few occasions where we would foresee all sites being booked at the same time. The creation of an inventory of approved sites allows Bay Media flexibility to sell to clients looking for specific sites for directional purposes and is something that has worked well in other boroughs where Bay Media are operating advertising schemes, such as the neighbouring boroughs of London Borough of Harrow and the London Borough of Camden.*

*For this application we foresee the type of client buying the banners to be local businesses and educational institutions, who have already shown a keen interest in this format of advertising as it is the most economical advertising format available to them. In addition to the deployment of commercial advertising it is also envisaged that Bay Media will assist the Authority to utilise the same lighting columns to deploy public messaging banners and local event promotions at appropriate times. This has already occurred in respect to specific COVID messaging and for the Barnet Medieval Event where banners have been installed for the past two years along Barnet High Street and are planned again in support of this years event.*

*The initial concession with Bay Media is for a 5-year period and has a requirement for all campaigns and clients being vetted and approved prior to installation by an Authorised Council Officer within the Highways Team of the London Borough of Barnet. There are also standard requirements such as meeting the advertising standards/codes to avoid any inappropriate forms of advertising being displayed.”*

Page 89 Planning History- add:

Application 21/0666/ADV - A110 Station Road Into East Barnet Road Between The Junction With Preston Court To The West And Margaret Road To The East, EN4 8RQ was approved on 02.04.21