

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2481/A	West Hampstead Gardens and Residents Association	25/07/2023 14:48:36	OBJ	<p>2023/2481/A</p> <p>We wish to object to this application on the grounds of Amenity and Public Safety.</p> <p>The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations") require that decisions on advertisements are made only in the interests of amenity and public safety. Amenity concerns the visual and environmental impact of an advertisement on the wider neighbourhood including the general character of the setting.</p> <p>In addition, the Communities and Local Government - Guide for Advertisers says about outdoor advertising- in Class 8: "The purpose of this consent is to bring about some environmental benefit on building sites, by enabling screening ... thus providing the advertisers with some financial incentive for this purpose. But This Consent Is Limited To Land Being Developed For Commercial, Industrial Or Business Use, And Is Not Available For Any Residential Development and the advertisement should not:</p> <ul style="list-style-type: none"> <li>• be more than 38 square metres in area</li> <li>• be more than 4.6 metres above ground level"</li> </ul> <p>Astir/Armstrong Planning are applying for a much larger advertisement, at greater height on a primarily residential building.</p> <p>They also take pains in their Planning Statement to emphasise that the advertising display will be temporary - for 39 weeks - but judging by the previous delays on this scheme and their comment that the ad will 'be in situ during the remainder of the construction works'- we can expect it to dominate our vulnerable environment for much longer.</p> <p>The scaffolding shroud might be visually welcome, although not used on many other developments in the area, as it appears (without advertising) in figure 6 in their application. But the shroud is a very separate issue from the advertisement itself which provides no benefit. It is misleading to describe both in the application as a service to the community - 'shielding the public from unsightly works'- and to claim that it "will improve the visual appearance of the building while scaffolding is necessary' - quoted again from the Planning Statement.</p> <p>The financial returns to Astir and to the brand chosen for this prime advertising location are mentioned in passing, revealing a key objective - which is income generating. 'The applicant has partnered with King Media Ltd (trading as Maximus), who have a proven record in assisting landowners in upgrading their properties by subsidising refurbishment and redevelopment projects.'</p> <p>Astir, Maximus and their client all stand to gain significant financial rewards from this commercial harm to our public amenity. No other enterprise or development has been permitted such commercial access to the centre of West Hampstead.</p> <p>Across open railway lines, the advertisement would be visible as far south as Broadhurst Gardens, east to Haywood House (ex-Nido) student housing on Blackburn Road and west to the flats on the corner of Iverson Road up to Rowntree Close. The - 7 floodlights - will cause light pollution for residents through the night at 219 West End Lane (above the ground floor shops) and for many others in the wider neighbourhood.</p> <p>Public safety, mentioned already in several objections to this application, applies to the safe use and operation of any form of traffic or transport - including foot traffic. There are several bottlenecks on West End Lane and longer periods of congestion. A lack of attention, caused by a large, illuminated ad in an unexpected context</p>

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would create extra and unwelcome hazards. What matters is whether the advertisement, would be so distracting or confusing that it endangers people who are taking reasonable care for their own and others' safety.

We request that consent for this application be denied.  
Thank-you.

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2023/2481/A	Fortune Green and West Hampstead NDF	27/07/2023 13:39:33	OBJ	<p>The Fortune Green and West Hampstead NDF strongly objects to this proposal for the following reasons:</p> <p>This building and the proposed advertisement are effectively part of a magnificent terrace that stretches half the way through the at the southern tip of the West End Green Conservation Area.</p> <p>This building and the proposed advertisement are at the southern tip of the West End Green Conservation Area</p> <p>This proposal directly contradicts the hopes, aspirations and policies of the Fortune Green and West Hampstead NDP. (See below for extracts from the plan.)</p> <p>The NDF considers the proposal for a 160 sq m illuminated advertisement in the heart of West Hampstead to be in clear contravention of the "Communities and Local Government – Guide for Advertisers"; see below.</p> <p>From a safety point of view , drivers driving north up the steep bridge approach to the bridge over the underground lines will be dazzled by the glare on a road intensely used by pedestrians especially in early morning and evening.</p> <p>The refusal of application 2022/4324/A in January 2023 for a much smaller sign on West End Lane appears to set a sound precedent for refusal of this application.</p> <p>POLICY 3 of the Fortune Green and West Hampstead NDP reads:</p> <p>POLICY 3: Safeguarding and enhancing Conservation Areas and heritage assets</p> <ol style="list-style-type: none"> <li>i. Development that enhances or preserves Conservations Areas and heritage assets in the Area – as well as their distinct character, appearance, and setting – will be supported.</li> <li>ii. Proposals which detract from the special character, and/or, architectural and/or historic significance, and setting of Conservation Areas and heritage assets in the Area will not be supported.</li> <li>iii. In West end Lane, development will be expected to deliver improvements to the street environment and public realm of West End Lane, where appropriate. Such improvements shall be of a high standard and shall preserve or enhance the character of the West End Green and South Hampstead Conservation Areas (as appropriate)....</li> </ol> <p>RECOMMENDATION B: in support of Policy 3 the following actions are recommended:</p> <ol style="list-style-type: none"> <li>i. The introduction of an Article 4 Direction on all commercial and residential properties on West End Lane. (As already achieved by LB Camden)</li> <li>ii. The declaration of an Area of Special Control of Advertisements on West End Lane....</li> </ol> <p>Supporting paragraphs in Policy 3 state  “West End Green Conservation Area Appraisal and Management Strategy (February 2011)... ‘finds that signage is large and disorderly and the street and pavements are overlaid with clutter’ and ‘...some recent ad hoc extensions from the restaurants are of poor design and quality’ and that ‘the Lane has become cluttered</p>

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with signs, barriers and advertisements". It adds that "the proliferation of advertisements and decline of the shop fronts is detrimental to the area'. It suggests the declaration of an Area of Special Control of Advertisements to control and restrict the use of outdoor signage, which can degrade the streetscape."

In addition the Communities and Local Government – Guide for Advertisers addresses advertisements on hoardings around temporary construction sites. " But this consent is limited to land being developed for commercial, industrial or business use, and is not available for any residential development and the advertisement should not:

- be more than 38 square metres in area
  - be more than 4.6 metres above ground level
  - be displayed for more than three years."
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