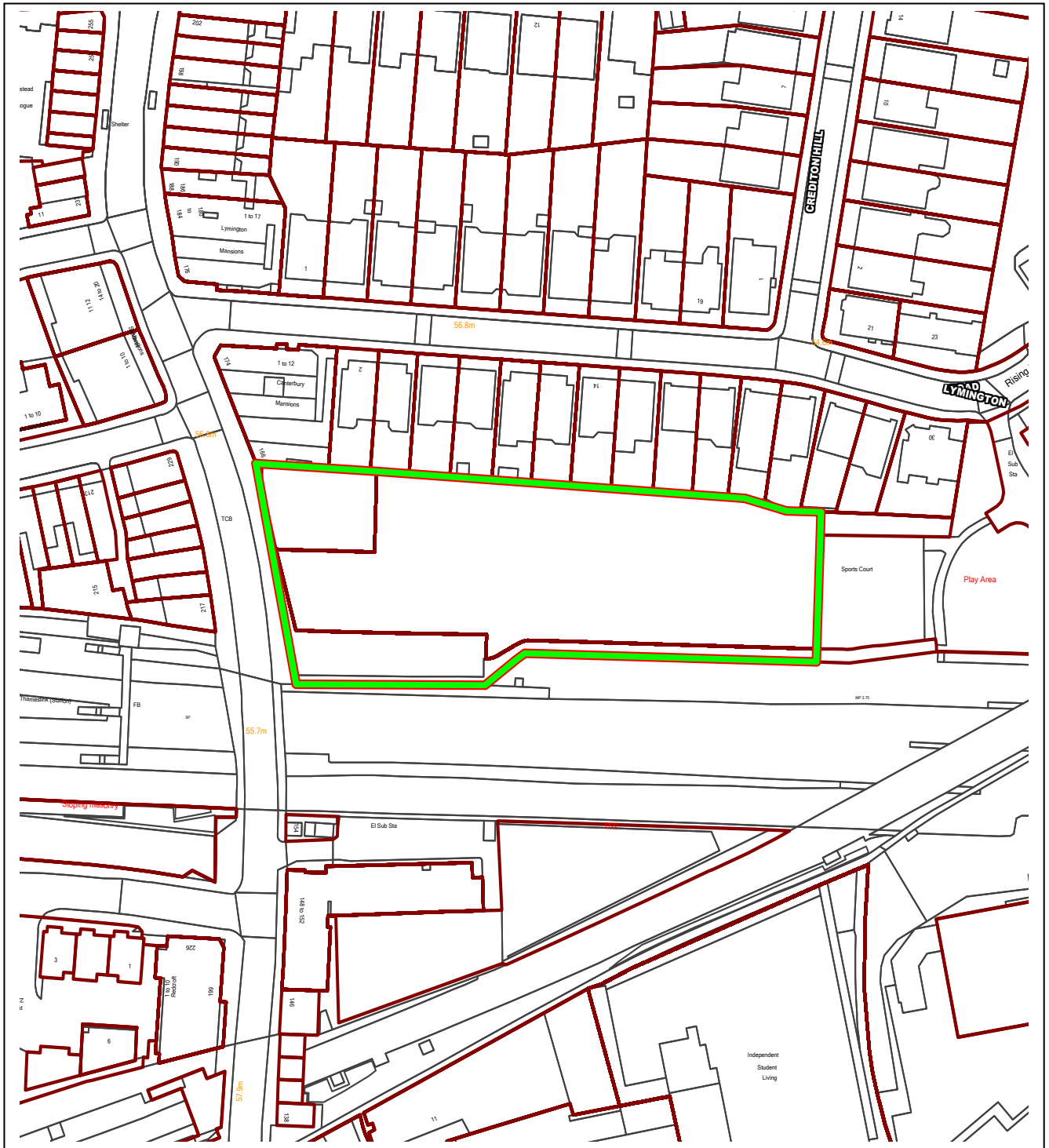


# 2023/2481/A – 156 West End Lane



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Image 1 – looking north along West End Lane towards application site



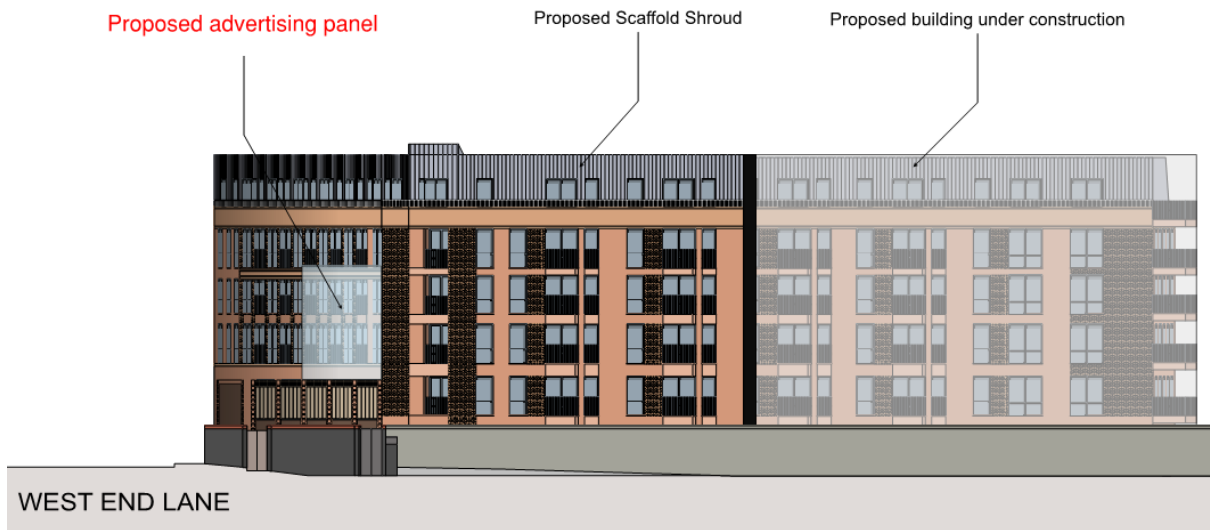
Image 2 – looking south along West End Lane towards application site



Image 3 – proposed west elevation (drawing extract ref. PY4510/005 rev B)



Image 4 – proposed south elevation (drawing extract ref. PY4510/006 rev B)



<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date</b>	10/08/2023
<b>(Members Briefing)</b>		n/a	<b>Consultation Expiry Date</b>	n/a
<b>Case Officer</b>			<b>Application Number</b>	
Tony Young			2023/2481/A	
<b>Application Address</b>			<b>Drawing Numbers</b>	
156 West End Lane London NW6 1SD			See draft decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal</b>				
Display of a scaffold shroud with 1:1 image of completed building undergoing construction work, and a non-illuminated advertisement panel located on West End Lane (west) elevation, for a temporary period from 05/06/2023 until 07/02/2024.				
<b>Recommendation</b>	<b>Grant Advertisement Consent</b>			
<b>Application Type</b>	<b>Advertisement Consent</b>			

Consultation			
<b>Consultation method</b>	<p>No statutory consultation required for advertisement consent applications.</p> <p>Notwithstanding this, it is Council practice to allow a short period of time for our local residents and amenity groups to comment should they choose to do so. As such, the details of the application were made available online.</p>		
<b>Adjoining occupiers / local amenity groups, etc.</b>	No. of responses	<b>10</b>	No. of support No. of objections <b>1</b> <b>9</b>
<b>Summary of responses</b>	<p><b>x1 local resident</b> responded in support of the proposal following statutory consultation, as follows:</p> <ul style="list-style-type: none"> <li>The proposal will provide visual appeal to a visible site whilst the construction works are being carried out.</li> </ul> <p><u>Case officer response:</u></p> <ol style="list-style-type: none"> <li>Response noted and taken into account during the assessment of the application (see Section 3 ‘Visual amenity’ below).</li> </ol> <p><b>x6 local residents</b> objected to the <u>original</u> proposal, solely in regard to the external illumination of the advertisement panel, summarised as follows:</p> <ul style="list-style-type: none"> <li>Lack of lighting strategy - fails to demonstrate detailed information or an awareness of the harms of the proposed lighting to amenity or any mitigating strategy</li> <li>Large illuminated sign is out-of-keeping with area and could be a distraction to road and railway traffic</li> <li>Introduction of light pollution to the area which would have amenity issues for nearby residents and could be anti-social</li> <li>External lighting is unnecessary given existing levels of street lighting</li> </ul> <p><u>Case officer response:</u></p> <ol style="list-style-type: none"> <li>In light of local concerns, the applicant has amended the original proposal so as to omit entirely any form of external lighting or illumination (see Section 3 ‘Visual amenity’ below).</li> </ol> <p><b>The West Hampstead Gardens and Residents Association, Fortune Green and West Hampstead Neighbourhood Forum and x1 local resident</b> objected to the <u>original</u> proposal, summarised as follows:</p> <ul style="list-style-type: none"> <li>Use of external lighting or illumination</li> <li>The size of the advertisement panel is excessively large</li> <li>The advertisement panel would be prominently displayed so impacting on visually amenity of area and could distract road traffic driving north</li> <li>The advertising panel will likely be displayed for longer than the proposed temporary period judging practice at previous sites</li> <li>The scaffolding shroud might be visually welcome, but the illuminated advertisement panel provides no benefit to the community</li> <li>The shroud is not needed to ameliorate the look of a building site</li> </ul> <p><u>Case officer response:</u></p> <ol style="list-style-type: none"> <li>As stated above, the applicant has amended the original proposals so as to omit any form of external lighting or illumination entirely in order to address local concerns.</li> <li>Following local concerns, the applicant has reduced the size of the advertisement panel so that it now covers no more than 20% of the shroud on the west elevation in accordance with Camden guidance.</li> <li>Following local concerns, the applicant has repositioned the advertisement panel to display on the west elevation only in order to reduce its prominence in the area and avoid any impact to north-bound</li> </ol>		

road traffic (rather than wrapped around the corner and south elevations of the scaffolding as originally proposed).

6. Any approval would include a condition requiring that advertisements shall be removed on or before 07/02/2024. While the Council would unlikely grant consent for this type of advertisement on a permanent basis as it would be harmful to the area, the presence of the shroud and advertisement panel as amended for a short period of time during the construction phase of the building is not considered to have any long lasting harm.
7. The proposed shroud would depict a 1:1 image of the new building and so will have no different appearance than the building itself when finally constructed. The shroud would have the additional benefit of helping to shield unsightly construction works and scaffolding for a temporary period, so reducing the visual impact in the locality and community in accordance with Camden guidance.

## Site Description

The application site is located on the east side of West End Lane and is bordered by the Thameslink railway line to the south, Crown Close designated open space to the east and the rear gardens of properties facing Lymington Road to the north.

West End Lane, a busy high street and the main vehicular and pedestrian route through the designated town centre, forms the western boundary and main frontage of the site, which adjoins Canterbury Mansions, a 5-storey mansion block with residential above ground floor commercial uses to the north.

There are no listed buildings situated nearby and the application site is not located in a conservation area, although the West End Green Conservation Area borders the site to the north and across the road on West End Lane to the west. The site sits within the Fortune Green and West Hampstead Neighbourhood Forum Area.

## Relevant History

**2019/4140/P** - Variation of conditions 2 (approved plans), 9 (wheelchair units), 33 (obscure glazing), 44 (cycling spaces) and 46 (unit numbers) of planning permission 2015/6455/P. Planning permission granted subject to a Section legal agreement dated 14/07/2021

**2015/6455/P** - Comprehensive redevelopment following demolition of all existing buildings to provide 164 self-contained residential dwellings (Class C3), 763sqm of flexible non-residential use (Class A-A3, D1, D2), 1093sqm of employment floorspace (Class B1) and 63sq.m of community meeting space (Class D1) in buildings ranging from 3 to 7 storeys. New vehicular access from West End Lane and provision of 08 accessible car parking spaces. Provision of new public open space and widening of Potteries Path and associated cycle parking and landscaping. Planning permission granted subject to a Section legal agreement dated 23/06/2017

## Relevant policies

### National Planning Policy Framework 2021

### The London Plan 2021

### London Borough of Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D4 - Advertisements

T1 - Prioritising walking, cycling and public transport

### Camden Planning Guidance (CPG)

CPG Advertisements (March 2018) – paragraphs 1.1 to 1.10; 1.13 to 1.17; and 1.24 to 1.27

CPG Design (January 2021) - chapters 1 (Introduction), 2 (Design excellence)

CPG Transport (January 2021) – chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

CPG Amenity (January 2021) – chapters 1 (Introduction) and 4 (Artificial light)

## Assessment

### 1. Proposal

1.1 The proposal is seeking advertisement consent for the display of a scaffold shroud with a 1:1 image depicting the completed building undergoing construction work, and a non-illuminated advertisement panel located on West End Lane (west) elevation, for a temporary period from 05/06/2023 until 07/02/2024.

#### Original proposal

1.2 The following signage was originally proposed (see also Image 1 below):

- An externally illuminated (7 x flood lights) shroud advertisement panel;
- Advertisement panel measuring 8m high x 20m wide; and
- Advertisement panel position extending around corner of scaffolding of building from the west elevation to the south elevation

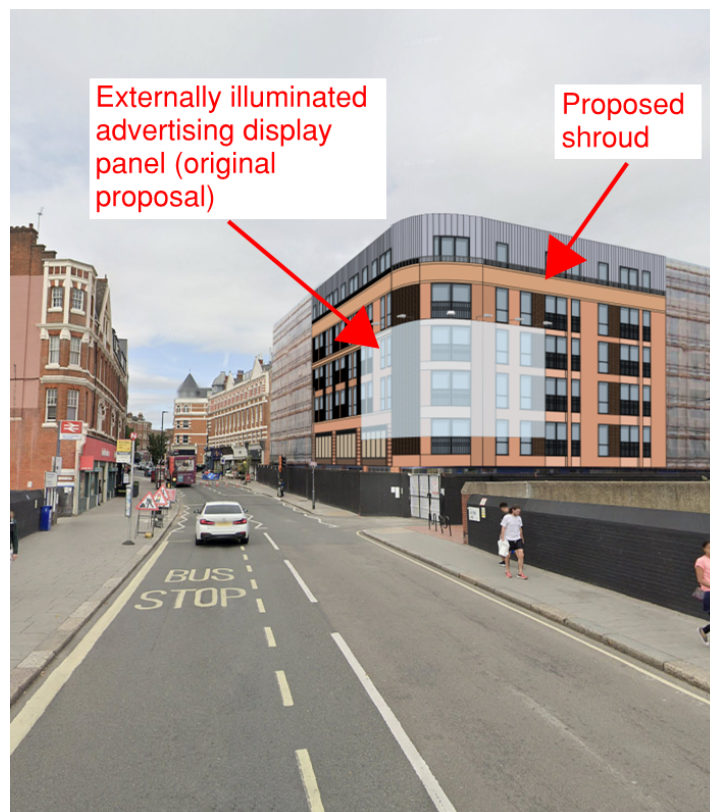


Image 1 – originally proposed shroud and illuminated advertising panel at application site

#### Revised proposal

1.3 In response to concerns raised by local residents and amenity groups, the applicant amended the proposal as follows (see also Image 2 below):

- A non-illuminated shroud advertisement panel;
- Advertisement panel reduced in size to measure 7.2m high x 21m wide; and
- Advertisement panel repositioned to be displayed on the west elevation only of the scaffolding.



Image 2 – amended proposed shroud and non-illuminated advertising panel at application site

## 2. Assessment

2.1 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.

2.2 As such, the principal considerations material to the determination of this application are:

- a) visual amenity – the design and impact of the proposal on the character and appearance of the streetscene and wider area; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- b) transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

## 3. Visual amenity

3.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings.

3.2 Local Plan Policy D4 (Advertisements) confirms that the Council will resist advertisements that in particular contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, cause light pollution to nearby residential properties and would impact adversely upon public safety.

3.3 More specifically, Camden Planning Guidance (Advertisements) recognises that while scaffold shrouds can help to shield unsightly construction work and so reduce the visual impact of such works, they are generally large in scale and can cover the entire elevation of a building. As such, paragraphs 1.24 and 1.26 of the guidance state that shrouds on scaffolding will only be permitted where the:

- scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work;



- shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the
- advertisement on the shroud (outside of conservation areas) covers no more than 20% of the shroud on each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

3.4 While it is accepted that all advertisements are intended to attract attention and are commonplace in various forms in commercial streets such as this, the proposal has been amended in order to mitigate any harmful impacts on visual amenity, and as such, the revised proposal is considered to be appropriate in terms of its size, design, location and non-illuminated nature of display.

3.5 In particular, the applicant submitted revised drawings showing the exclusion of any form of illumination, a reduction in the size of the static advertisement panel (so that it meets the 20% maximum threshold recommended by Council guidance), and the relocation of the advertisement panel to be displayed in a less prominent position on the west elevation (see Image 2 above). The scaffold shroud would also suitably depict a 1:1 image of the building under construction.

3.6 While the proposal would not obscure or damage any architectural features on any existing nearby buildings in the immediate locality, the Council would unlikely grant consent for this type of advertising on a permanent basis in view of its appearance which would be harmful to the streetscene, wider Fortune Green and West Hampstead Neighbourhood Forum Area and adjacent West End Green Conservation Area; the boundary of which is located across the road to the west. However, notwithstanding this, the presence of the proposed scaffold shroud and advertisement panel for a short period of time during the construction phase of the building is not considered to have any long lasting harm. In fact, the proposal is noted as having the short-term benefit of shielding the majority of works and scaffolding from public view, so reducing the visual impact of such works during this period.

3.7 Under these particular circumstances, therefore, the revised proposal is considered to be acceptable for a limited period of time. As a safeguard to the amenity of the streetscene, wider Fortune Green and West Hampstead Neighbourhood Forum Area and adjacent West End Green Conservation Area, a condition would be attached to any approval to ensure that the scaffold shroud and advertisement panel are removed in a timely fashion, on or before 07/02/2024.

3.8 Overall, therefore, the revised proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, policies 2 and 3 of the Fortune Green and West Hampstead Neighbourhood Plan 2015, as well as, all relevant guidance in this regard, and is acceptable.

#### Residential amenity

3.9 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

3.10 The proposal would not introduce any harm to neighbouring residential amenities in terms of light pollution or outlook, particularly given the non-illuminated nature of any proposed advertisements.

#### **4. Transport and public safety**

4.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of

their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.

4.2 The revised proposal is not considered to be harmful to either pedestrian or vehicular traffic and would unlikely introduce any undue distraction or hazard in public safety terms, particularly given the non-illuminated nature and orientation of any signage display. The proposal therefore raises no public safety concerns.

## **5. Recommendation**

5.1 It is therefore recommended that advertisement consent be granted.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 4<sup>th</sup> September 2023, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***

Application ref: 2023/2481/A  
Contact: Fast Track TY  
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Email: [Tony.Young@camden.gov.uk](mailto:Tony.Young@camden.gov.uk)  
Date: 29 August 2023

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Armstrong Planning  
Fenland House  
15B Hostmoor Avenue  
March  
Cambridgeshire  
PE15 0AX

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**156 West End Lane**  
**London**  
**NW6 1SD**

# DECISION

#### Proposal:

Display of a scaffold shroud with 1:1 image of completed building undergoing construction work, and a non-illuminated advertisement panel located on West End Lane (west) elevation, for a temporary period from 05/06/2023 until 07/02/2024 (revised proposal).

Drawing Nos: (PY4510/-)001, 002, 003, 004, 005 rev B, 006 rev B, 007 rev B, 008, 009 rev B.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 07/02/2024.

Reason: This type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1 and D4 of the Camden Local Plan 2017 and policies 2 and 3 of the Fortune Green and West Hampstead Neighbourhood Plan 2015.

#### Informative(s):

- 1 The applicant is reminded that any future advertisement consent application for a further temporary period for the display of the signage hereby approved may not be granted consent. A full assessment would be required at the time in order to ensure that the amenity of the streetscape and wider area is protected.
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as, for hoardings, temporary highway or road closures, or suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**