

ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL FORM (Online Version)

Your appeal and essential supporting documents must reach the Inspectorate within 8 weeks from the date of receipt of the local planning authority's decision notice (or, for 'failure' appeals, within 8 weeks of the date by which they should have decided the application). If the appeal is against a discontinuance notice, it must reach the Inspectorate before the date the notice takes effect. Before completing this form, please read our guidance leaflet "How to complete your advertisement appeal form".

WARNING: If any of the 'Essential supporting documents' listed in Section I are not received by us within the 8 week period, the appeal will not be accepted.

APPEAL REFERENCE:

APP/X5210/H/13/2205072

A. APPELLANT DETAILS

The name of the person(s) making the appeal must appear as an applicant on the planning application form.

Name	<input type="text" value="See Agent"/>		
Organisation Name (if applicable)	<input type="text"/>		
Address	<input type="text"/>	Phone no.	<input type="text"/>
		Fax no.	<input type="text"/>
Postcode	<input type="text"/>	E-mail	<input type="text"/>
I prefer to be contacted by:	E-mail <input type="checkbox"/>	Post	<input type="checkbox"/>

B. AGENT DETAILS FOR THE APPEAL (if any)

Name	<input type="text" value="Miss Alannah Holding"/>		
Organisation Name (if applicable)	<input type="text"/>		
Address	<input type="text" value="RMW
Adelaide House, 251 Marlborough
Gillingham
Kent"/>	Your reference	<input type="text" value="AdA/013.1038/SD/GIR"/>
		Phone no.	<input type="text" value="01634280908"/>
		Fax no.	<input type="text"/>
Postcode	<input type="text" value="ME7 5HS"/>	E-mail	<input type="text" value="info@rmwassociates.co.uk"/>
I prefer to be contacted by:	E-mail <input checked="" type="checkbox"/>	Post	<input type="checkbox"/>

C. LOCAL PLANNING AUTHORITY (LPA) DETAILS

Name of the LPA	<input type="text" value="London Borough of Camden"/>
LPA's reference number	<input type="text" value="2013/2348/A"/>
Date of advertisement application	<input type="text" value="11 Apr 2013"/>
Date of the LPA's decision (if issued) or date discontinuance notice was served	<input type="text" value="05 Jul 2013"/>
Effective date of discontinuance notice	<input type="text"/>

D. APPEAL SITE ADDRESS

Address

243 Gray's Inn Road
LONDON

Postcode

WC1X 8RB

Grid Reference: Easting

05305565

Northings

01827063

E. DESCRIPTION OF THE ADVERTISEMENT(S)

Description, measurements and colours, including details of illumination (if any), of the advertisement(s) involved in this appeal.

☐ Document provided

LED media display system - 3m x 2m x 0.25m (h x w x d). System utilises LED internal illumination.

F. REASON FOR THE APPEAL

This appeal is against the decision of the LPA to:-

Please tick **one** box only ✓

1 Refuse consent for the advertisement(s) shown on the application form.



2 Grant consent for the advertisement(s) subject to conditions to which you object.



3 Serve a Discontinuance Notice.



or

4 The failure of the LPA to give notice of its decision within the appropriate period (usually 8 weeks) of an application for consent.



G. CHOICE OF PROCEDURE

Choose **ONE** procedure only.

You should start by reading our guidance leaflet "How to complete your advertisement appeal form" which explains the different procedures used to determine advertisement appeals. In short, there are 2 possible methods:- written representations and hearings. You should consider carefully which method suits your circumstances.

Please tick ✓

1. WRITTEN REPRESENTATIONS _____



This is normally the simplest, quickest and most straightforward way of making an appeal. The written procedure is particularly suited to small-scale developments. It is also very popular with people making their own appeal without professional help. The process involves the submission of a written statement by the local planning authority explaining the reasons for their decision or their failure to determine the application. It also allows you an opportunity to comment in writing on the local planning authority's statement. An Advertisement appeals Inspector will study all of the documents before visiting the appeal site unaccompanied and issuing a written decision.

2. HEARINGS _____



This process is likely to be suited to slightly more complicated cases which require detailed discussion about the merits of a proposal. The Planning Inspectorate will arrange a hearing at which the local planning authority and the appellant(s) will be represented. Members of the public, interested bodies (e.g. Parish/Town Councils) and the press may also attend. Like the written procedure, the process involves the submission of a written statement by the local planning authority explaining the reasons for their decision (or failure to determine the application). It is advisable that you submit details of your case before the hearing, otherwise the reasons given in your appeal form will be treated as the basis of your case for discussion. At the hearing the Inspector will lead a discussion on the matters already presented in the written statements and supporting documents. The Inspector will usually have visited the site before the hearing, but at the end of the proceedings, either you or the LPA may ask to visit the site again with the Inspector. The Inspector will then issue a written decision in the same way as in the written procedure.

You must give detailed reasons below or in a separate document why you think a hearing is necessary.

H. GROUNDS OF APPEAL

Please state your **FULL** grounds of appeal (i.e the reason(s) why you do not agree with the action taken by the local planning authority).

Refer to our guidance leaflet "How to complete your advertisement appeal form" for help.

Please continue on a separate sheet if necessary.

☐ Document provided

The appeal site is a 4 storey building in mixed commercial use. The immediate and wider surrounding area exhibits strong commercial influences, featuring retail uses at ground floors, with a mixture of offices interspersed with residential to upper floors.

The general road scene is typical of any major city location - building ages, heights (up to 7 storeys) and styles intermix; the retail and business outlets are an eclectic mix - barber shops to massage parlours, CNTs, bars and restaurants; signage is diverse, blinds, canopies and fascia signs, many of significant size, are commonplace. Commercial advertising is evident in the street scene within the CA - smaller sizes on telephone kiosks and bus shelters, with large poster panels further to the south and north, all displayed alongside the highway.

Until fairly recently the appeal site displayed a 3.2m x 3.2m sign that benefitted from deemed consent*; a proposed replacement sign measuring 4.5m x 3m was rejected on appeal - APP/X5210/H/12/2177868 - December 2012. The current proposal has addressed the issue of size which appeared to be the overriding issue in that appeal.

* The deemed consent status of the 3.2 x 3.2 panel was accepted at the appeal.

The proposed media display is neither excessive in size nor of an inappropriate design; the proposed display reflects the vertical appearance of the appeal wall and is substantially subordinate to the host, adjacent and surrounding built development. The immediate surroundings have a significant commercial aura where the smaller size of advertisement display, in scale with its surroundings, would not be out of place.

The council has referred to several of its own policies; however whatever those policies may contain, they are of limited import in an advertisement application or appeal, local plan policies cannot be a decisive or deciding factor. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 does not apply, this provision only relevant to determinations where regard is to be had to the development plan.

The proposed display sits within a strongly commercial part of the Bloomsbury Conservation Area where, its size does not have an unduly detrimental effect on its surroundings. There are no listed buildings within the immediate or wider surroundings that would be affected by the proposal; the location is not within an Area of Special Advertisement Control.

The proposal has no aural, highway safety, access or crime implications.

I. ESSENTIAL SUPPORTING DOCUMENTS

Depending on the type of appeal, the documents listed below must be sent with your appeal form. If we do not receive all your appeal documents by the end of the 8 week appeal period, we may not deal with it. Please tick the boxes to show which documents you are enclosing.

Appeals against Refusal/Failure/Conditions

1 The application made to the LPA.

☒ *Document provided*

2 All relevant plans and particulars submitted to the LPA.

☒ *Document provided*

3 Any notice of decision.

☒ *Document provided*

4 Any other relevant correspondence with the authority.

☐ *Document provided*

Appeals against a Discontinuance Notice

5 The discontinuance notice.

☐ *Document provided*

6 Any notice variations.

☐ *Document provided*

7 Any relevant correspondence with the authority.

☐ *Document provided*

8 If you have sent other appeals for this or nearby sites to us and these have not been decided, please give details and our reference numbers.

Other information that should be supplied:

	Yes	No
a Has the land/site owner's consent been obtained?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b Is the site on highway land?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c Is the advertisement in position?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

J. CONFIRMATION

(All supporting documents must be received by us within the 8 week time limit)

☒ I confirm that I have sent a copy of this appeal form and relevant documents to the LPA.

☒ I confirm that all sections have been fully completed.

Signature

(on behalf of) See Agent

Name (in capitals) Miss Alannah Holding

Date 9 September 2013

The gathering and subsequent processing of the personal data supplied by you in this form, is in accordance with the terms of our registration under the Data Protection Act 1998. Further information about our Data Protection policy can be found in the guidance leaflet.

NOW SEND

● 1 COPY to the LPA

Send a copy of the appeal form to the address from which the decision notice was sent (or to the address shown on any letters received from the LPA). There is no need to send them all the documents again, send them any supporting documents not previously sent as part of the application or in relation to the discontinuance notice.

● You may wish to keep a copy of the completed appeal form for your records

When we receive your appeal form, we will write to you letting you know if your appeal is valid, who is dealing with and what happens next.

K. APPEAL DOCUMENTS

Please remember that any supporting documentation needs to be received by us within the appropriate deadline for the case type.

We will not be able to validate the appeal until all the necessary supporting documents are received.

Please ensure that anything you do send by post is clearly marked with the reference number :

APP/X5210/H/13/2205072

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*****
* The Documents Listed Below Were Uploaded With The Appeal Form *
*****
=====  ESSENTIAL SUPPORTING DOCUMENTS  =====
TITLE:      01. The application made to the LPA.
DESCRIPTION: Copy of application
FILENAME:    Application Form.pdf

TITLE:      02. All relevant plans and particulars submitted to the LPA.
DESCRIPTION: Location plan
FILENAME:    OS Extract.pdf

TITLE:      02. All relevant plans and particulars submitted to the LPA.
DESCRIPTION: Drawings
FILENAME:    Drawings.pdf

TITLE:      02. All relevant plans and particulars submitted to the LPA.
DESCRIPTION: Supporting document
FILENAME:    Supporting Documents.pdf

TITLE:      03. Any notice of decision.
DESCRIPTION: Decision
FILENAME:    Decision Notice.pdf
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