



Appeal Decision

Site visit made on 10 December 2013

by Mr C J Tivey BSc (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 6 January 2014

Appeal Ref: APP/X5210/H/13/2203359

Green Light Pharmacy, 62-64 Hampstead Road, London NW1 2NU

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Sam Dayeh, Java Properties, against the decision of the Council of the London Borough of Camden.
 - The application Ref 2013/0142/A, dated 9 January 2013, was refused by notice dated 31 May 2013.
 - The advertisement proposed is a LED Internally Illuminated Advertising Panel.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal upon visual amenity.

Reasons

3. The appeal site is situated within a commercial area to the north west of the junction of Drummond Street with Hampstead Road. The architectural styles of buildings within the locality vary from those constructed in the London vernacular to the contemporary. The area has been the subject of recent improvements from refurbishments of existing buildings and from new developments. There is quite a plethora of signage within Drummond Street itself, but most of this is at shop-front level.
4. The proposals would introduce an internally illuminated LED poster panel of quite significant dimensions in a location where there is very little signage above ground floor level. I note that the appellants state that the proposed poster panel would replace an existing hoarding, but this had been removed at the time of my site visit. With the exception of some remnants of a painted sign on the subject elevation of the building, the proposed sign would be located high up on what essentially forms a blank flank wall.
5. Consequently the addition of the proposed signage in the location proposed would be out of character with its surroundings and would be visually prominent, particularly as the site is on one of the primary routes out of the City. Its illumination would further increase its prominence. I acknowledge that the appeal property isn't listed, is not sited within a Conservation Area or an Area of Special Advertisement Control and that consent is sought for the poster panel for a period of 5 years. Whilst this may not be a permanent feature, for

the period over which it would be in situ, it would adversely affect the visual amenity of the area.

6. The Council has referred to the National Planning Policy Framework and policies of the Camden Local Development Framework Core Strategy 2010-2025 (CS) and the Camden Development Policies 2010-2025 (DP). Whilst not decisive, I have had regard to Policies CS14 and DP24 which require developments to be of the highest standard of design that respects local context and character. I have also been provided with a copy of Camden Planning Guidance 1-Design, which seeks to resist advertisement hoardings, of which the LED poster panel is a modern variant, on side walls where they would be unduly dominant. Reference has also been made by the appellant to Appendix E of the Annex to Circular 03/2007, the contents of which I have been mindful of in coming to my decision.
7. For the reasons given above I conclude that the appeal should be dismissed as the sign would be detrimental to the interests of amenity.

C J Tivey

INSPECTOR