

Delegated Report			Expiry Date:	05/01/2012
Officer			Application Number(s)	
John Nicholls			2011/5636/A	
Application Address			Application Type:	
West Hampstead Station West End Lane London NW6 2LJ			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			1. Refuse Advertisement Consent; 2. Instruct Head of Legal Services to Serve a Discontinuance Notice against the existing hoarding.	
Proposal(s)				
Display of 1x internally illuminated advertisement (billboard) measuring 6.0m x 3.0m on the east side of West End Lane, following removal of existing advertisement (billboard).				
Consultations				
Summary of consultation responses:				
Site Description				
<p>The site where the present hoarding is located on the eastern side of West End Lane just north of the junction it shares with Iverson Road immediately adjacent to the railway cutting at West Hampstead Thameslink Station and is located at 90 degrees to the road just to the south of the road bridge which crosses the railway line. The hoarding also sits immediately north of 154 West End Lane.</p> <p>The existing sign is a 12m by 3m (96 sheet) trionic hoarding which has an externally lit strip light fitted across the length of the top of the hoarding.</p> <p>The site is not located within a Conservation Area.</p>				
Relevant History				
AW9703027 - Erection of a large (6m x 3m) advertising hoarding. – withdrawn 2/2/98 AW9802262 - Display of non-illuminated directional advertisement panel measuring 4m x 3m – granted 1/5/1998 EN11/1120 – An enforcement file has been opened on this sign as part of the hoardings initiative in order to discontinue the existing sign				
Relevant policies				
LDF Core Strategy and Development Policies CS5 – Managing the impact of growth CS14 – Promoting high quality places and conserving our heritage DP24 – Securing high quality design DP25 – Conserving Camden's heritage DP26 – Managing the impact of development on occupiers and neighbours				
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Camden Planning Guidance 2011 (as amended)				

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Planning Policy Guidance 19: Outdoor Advertisement Control

Assessment

Proposal

The application relates to the removal of the existing trionic (96 sheet) hoarding measuring 12m by 3m and replacing it with a 6m by 3m internally illuminated hoarding.

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.

Amenity

The hoarding would be highly visible travelling south along West End Lane. The existing hoarding is 12m long and 3m high, and even though the proposed hoarding is to be reduced to half this length, the introduction of internal illumination means that it would be even more prominent in local and longer views due its size, location and illumination.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered acceptable in this location.

Furthermore, the existing and proposed hoardings both completely hide the single storey building of No. 154 West End Lane when viewed from the north. This would seem to be at odds with PPG19 and the guidance in the Annex which suggest that free standing road side hoardings should always be in scale with the buildings on either side and the surrounding area and that hoardings attached to buildings should also be in scale with the building and should not cut across any architectural features of the building unless there are exceptional circumstances.

The proposed and existing hoardings are both considered to too dominant in terms of size when compared to the building that they are located immediately adjacent to.

Other relevant decisions - Appeal decision

Further to this, the Council have recently approved (July 2011 – Ref: 2011/0989/A) a 4.5m x 3.0m portrait hoarding also at West Hampstead Station but located in front of the plot of land at No. 136 West End Lane. The original application was for the removal of a larger 6.0m x 3.0m landscape hoarding and the erection of the smaller portrait hoarding. This new sign was proposed to be internally illuminated but the case officer granted conditional approval that it should not be illuminated.

This has been appealed by the applicant to remove the condition that the hoarding should not be illuminated. The appeal was dismissed on 22nd December 2011 (Ref: APP/X5210/H/11/2161242).

In the Inspectors view, *“Having seen the proposed site for the 4.5m x 3m ‘portrait’ style advertisement hoarding from both near and distant viewpoints, I share the Council’s concerns about the effect its illumination would have on the visual amenity (for residents and others) in this part of West Hampstead. Because of its size and prominent position it would appear as an intrusive illuminated element in the streetscape when compared with the existing smaller scale illuminated signage to the nearby premises on either side of the road. These premises have illuminated signs but these are limited to fascias and smaller projecting signs. I do not agree, therefore, with the appellant’s contention that there will be no detrimental effect on amenity”, (paragraph 7).*

Furthermore, he considered that *“a back-lit billboard with an area of over 13 square metres would be seen as a dominant illuminated screen, totally out of context and at odds with the character and appearance of its surroundings. The fact that it is intended to remove other hoardings (even if larger) would be no compensation for the detrimental visual impact which would be caused by an illuminated billboard of this size in this particular position. The illumination of the billboard would be significantly*

detrimental to the visual amenity and to the character and appearance of this part of West Hampstead", (paragraph 8).

Public Safety

The proposed hoarding would be more illuminated than the existing signage, however, because the hoarding is not proposing to introduce intermittent illumination or moving or flashing images it is not considered that this would prove a distraction to moving traffic.

Recommendation 1:

It is considered that the size and siting of the proposal advert hoarding would be such that it would be unduly dominant, and therefore harmful to the amenity of the local area and therefore is contrary to Policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of London Borough of Camden Local Development Framework Core Strategy and Policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of London Borough of Camden Local Development Framework Development Policies.

Therefore, the application is recommended for refusal.

Discontinuance

Camden Council is currently running a hoarding removal initiative throughout the borough. It is focusing its efforts initially on removing hoarding on 1) major routes and 2) hoardings located within conservation areas and those which adjoin conservation areas. The hoarding in question falls into the first category of hoardings located along major routes.

Public Safety

There are not considered to be any public safety issue with regard to the existing sign.

Amenity

The character of this part of West End Lane is that of an area of commercial activity and therefore well cited adverts of a suitable size do not look out of place. However, the use of the site to display an advertising hoarding of the existing size does not contribute to the public realm, and has a detrimental impact on the character of the street scene and is therefore considered contrary to Policies DP24, DP25 and DP26 of Camden's Local Development Framework Development Policies, adopted 2010.

Recommendation 2:

That the Head of Legal Services be instructed to serve a Discontinuance Notice under Regulation 8(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007 to secure the cessation of the use of the site for the display of adverts and to pursue any legal action necessary to secure compliance and officers be authorised in the event of non compliance to prosecute under Regulation 30 and Section 224 of the Town and Country Planning Act 1990 in order to secure the compliance.

Reason for issuing the Notice:

The use of the site for the display advertising hoardings and all associated fixture and fittings are considered to cause substantial injury to the amenity of the locality and be visually harmful, having no respect for the height of the adjacent building. It does not contribute to the public realm, and has a detrimental impact on the surrounding area. The advertising hoarding display is considered contrary to Policies DP24, DP25 and DP26 of Camden's Local Development Framework Development Policies, adopted 2010.

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