

Delegated Report		Analysis sheet		Expiry Date:		06/12/2010	
				Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jenny Fisher				2010/5282/A			
Application Address				Drawing Numbers			
217 West End Lane, London, NW6 1XJ				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of internally illuminated sign affixed to the south facing flank elevation of 217 West End Lane.							
Recommendation(s):		Refuse advertisement consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		None received to date.					
CAAC/Local groups comments:		None received to date.					
Site Description							
<p>The site is located on the west side of West End Lane. The south facing flank wall of the end of terrace property on which the advertisement would be displayed overlooks the entrance to the West Hampstead Thameslink station.</p> <p>The site lies within the designated West Hampstead Town Centre and West Hampstead Interchange Growth Area. The building on which the advertisement would be displayed is within the West End Green/Parsifal Road Conservation Area.</p>							
Relevant History							
None relevant							

Relevant policies

LDF Core Strategy and Development Policies

CS5 (managing the impact of growth and development); CS7 (promote centres and shops) CS14 promoting high quality places and conserving our heritage).

DP24 (Securing high quality design; DP25 (conserve heritage); DP26 (managing the impact on occupiers and neighbours)

Camden Planning Guidance

Supplementary Planning Doc. for West Hampstead

Parsifal/West End Green Conservation Area Statement

Assessment

Proposed

The display of an advertisement panel 4.9m. (h) x 3.4m. (w) x 0.4m. (d) from 29/11/2010 until 29/11/2015. The advertisement would consist of PVC stretched onto an aluminium tension frame with a back light box, with hinged mouldings to allow access. Paint would be applied to the PVC with a coat of clear varnish over.

Illumination would be static. Ten 1500mm x 25mm. 58 watt fluorescent tubes would be arranged in two banks vertically aligned. Tubes would be cool white and each wired to a separate control gear.

Consideration

Main issues for consideration are visual impact and public safety.

Visual amenity

The site is at the southern boundary of the West End Green/Parsifal Road conservation area. The building to which the advertisement would be attached is very prominent on account of the gap in the townscape created by the railway lines. It has an attractive and very detailed front elevation, which wraps around the corner of the building. The proposed advertisement, on account of its size, height, position on the building and illumination would contrast starkly with these features of interest, detracting from the character, appearance and setting of the conservation area.

Furthermore, policy CS7 declares that the way Centres look is an important factor in their character and the way they are perceived and that the Council will seek to enhance the street environment around the transport interchange area between Broadhurst Gardens and West Hampstead Thameslink Station. It is not considered that the introduction of a large high level illuminated hoarding would be successful in enhancing the street scene in the vicinity of the transport interchange and would encourage further advertising clutter in the vicinity.

Finally, Camden Planning Guidance advises that signs that are unsympathetically designed can cause significant harm to buildings and the local townscape. It goes on to state that advertisements are generally only acceptable at a height no greater than fascia level and that adverts above this level can appear visually obtrusive and unattractive. It is considered that, due to the position of the sign above fascia level, its size and visual prominence, the sign would not be acceptable in such a location even if the site were not in a conservation area or there were not a policy making specific reference to improving the street environment in this location. As it is, Camden Planning Guidance reinforces the reason for refusal for impact on the conservation area and West Hampstead Interchange.

The method of illumination would not create a glare that would be visible from windows within the building on which the panel as it would face out over railway tracks.

Public safety

Illumination would be static and the proposed advertisement panel would be high enough not to distract motorists. It would not overhang the highway. The Council's Transport Planner raises no objection and no obligations or requirement requested.

Recommend refusal on grounds of visual amenity.

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