



Appeal Decision

Hearing held on 19 July 2006

Site visit made on 19 July 2006

By D B Leeming

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

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Date

02 AUG 2006

Appeal Ref: APP/X5210/H/06/1198600

The flank elevation of 217 West End Lane, London NW6 1XJ

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a Discontinuance Notice relating to the use of a site for the display of advertisements with deemed consent.
- The appeal is made by Clear Channel Limited against discontinuance action by Camden London Borough Council.
- The Council reference is EN05/0235. The Discontinuance Notice was served on 1 February 2006.

Summary of Decision: The appeal is dismissed and the discontinuance notice is upheld, as varied.

Main Issue

1. The main issue in this appeal is whether the continued use of the site for the display of advertisements with deemed consent would be substantially injurious to amenity.

Planning Policy

2. The Council refer to various policies in their Adopted and Revised Deposit Draft versions of their Unitary Development Plan, as well as Supplementary Planning Guidance on advertisement hoardings and posters. The Regulations require that decisions be made only in the interests of amenity and, where applicable, public safety. Therefore the Council's policies and guidance alone cannot be decisive. But I have taken them into account as a material consideration in my determination of the appeal.

Reasons

3. The appeal site is the flank wall of a four-storey end of terrace building located on the west side of West End Lane within a commercial, shopping area. The flank wall is exposed to view alongside the pedestrian entrance to West Hampstead Thameslink Station and in the approach along West End Lane from the south.
4. The appeal property is on the southern edge of the West End Lane Conservation Area where special attention must be paid to the desirability of preserving or enhancing its character or appearance. A strict control over the display of outdoor advertisements should therefore be maintained. However, well-sited advertisements of suitable size and design should normally be acceptable, provided that they do not spoil the character or appearance of the area.
5. At the time of my site visit a 48-sheet poster panel was being displayed on the wall, plus two small directional signs alongside. In my view, this poster panel, although displayed at