

The Planning Inspectorate

QUESTIONNAIRE ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL (Online Version)

You must ensure that a copy of the completed questionnaire, together with any enclosures, is received by the appellant/agent. Any documents which you have indicated as 'To follow' should also be sent to the case officer by the date given in the start letter.

Appeal Reference APP/X5210/Z/16/3146818

Appeal By JCDECAUX

Site Address

Bus Stop 0107/0132 -1
258 West End Lane
London
NW6 1LJ
Grid Ref Easting: 525468
Grid Ref Northing: 185169

PART 1

- i) Refusal of consent for the display of the advertisement(s)
- ii) Grant of consent for the display of the advertisement(s)
- iii) Failure of the LPA to give notice of its decision within the appropriate period of an application for consent
- iv) Service of a Discontinuance Notice

Warning: The written representations procedure is an expedited procedure for appeals against refusal of consent for the display of advertisements.

1.b. Do you agree that the written representations procedure is appropriate for this appeal? Please note there must be exceptional reasons for us to agree to a procedure other than the written representations procedure. If your answer is no, please give your reasons below. Yes No

2.a. Can the relevant part of the appeal site be seen from a road, public footpath, bridleway or other public land? Yes No

2.b. Is it essential for the Inspector to enter the site to assess the impact of the proposal? Yes No

2.c. Are there any known health and safety issues that would affect the conduct of the site inspection? Yes No

3. Did you notify people about the application? Yes No

Please attach any representations received

see 'Questionnaire Documents' section

PART 2

4. Is one of your grounds for refusal 'Public Safety' involving highway or traffic considerations? Yes No

- 5.a. Have you notified anyone about the appeal? Yes No
Please attach
- 5.b. A copy of the letter with which you notified people about the appeal.
 [see 'Questionnaire Documents' section](#)
- 5.c. A list of the people you notified.
 [see 'Questionnaire Documents' section](#)
- 6.a. Are there any other appeals or matters relating to the same site still being considered by us or the Secretary of State? Yes No
- 6.b. Are there any other appeals or matters adjacent, or close, to the site still be considered by us or the Secretary of State? Yes No

PART 3

- 7.a. Is the site in a Conservation Area? Yes No
Please attach a plan of the Conservation Area with the appeal site identified on the plan
 [see 'Questionnaire Documents' section](#)
- 7.b. Is the site adjacent to a Conservation Area? Yes No
8. Is the site in an Area of Special Control of Advertisements? Yes No
9. Is the appeal site within:
- a. A Green Belt? Yes No
- b. An Area of Outstanding Natural Beauty? Yes No
- 10.a. Is the appeal site in or adjacent to, or likely to affect, an SSSI and/or an Internationally designated site (i.e cSAC, SAC, pSPA, SPA, Ramsar)? Yes No
- 10.b. Are any protected species likely to be affected by the proposals? Yes No
- 11.a. Would the proposed advertisement affect the setting of a listed building? Yes No
Please attach a copy of the relevant listing description from the List of Buildings of Special Architectural or Historic Interest
 [see 'Questionnaire Documents' section](#)
- 11.b. Was Historic England consulted? Yes No
- 12.a. Would the proposed advertisement affect an Ancient Monument (whether scheduled or not)? Yes No
13. Do you consider that any condition other than the five standard conditions set out in Schedule 2 of the 2007 Regulations should be imposed in the event that express consent as applied for is granted? Yes No
Please provide full detail of your suggested condition(s) and the reason why you regard the condition(s) to be necessary.

1. The intensity of the illumination of the digital sign shall not exceed 300 candelas per square metre between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.
2. The digital sign shall not display any moving, or apparently moving, images (including animation,

flashing, scrolling three dimensional, intermittent or video elements)

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

3. The minimum display time for each advertisement shall be 10 seconds.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

4. The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

5. No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

The footway and carriageway on the Transport for London Road Network (TLRN) and Strategic Road Network (SRN) must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

6. No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

REASON: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

PART 4

Copies of the following must be attached to this form:

15.a. If the appellant has submitted photographs and a plan with their appeal documents please confirm you are content these are a complete and accurate representation. Yes No

15.b. Please provide one set of photographs of the appeal site and its surroundings along with a plan showing the location of the appeal site and the positions from which the photographs have been taken. The photographs should be of good quality and in colour.

[see 'Questionnaire Documents' section](#)

Copies of the following documents must, if appropriate, be attached to this form:

16.a. the planning officer's report to committee or delegated report on the application and any other relevant documents/minutes;

[see 'Questionnaire Documents' section](#)

16.b. extracts from any relevant statutory development plan policies (even if you intend to rely more heavily on the emerging plan). You must include the front page, the title and date of approval/adoption, please give the status of the plan. Copies of the policies should include the relevant supporting text. You must provide this even if the appeal is against non-determination;



see '[Questionnaire Documents](#)' section

List of policies:

LDF: CS5 & CS14; LDF: DP21;24-26; London Plan Ch7

16.c. extracts of any relevant policies which have been 'saved' by way of a Direction.



16.d. Extracts from any supplementary document that you consider necessary, together with the date of its adoption. In the case of emerging documents, please state what stage they have reached.



see '[Questionnaire Documents](#)' section

16.e. if any Development Plan Document (DPD) or Neighbourhood Plan relevant to this appeal has been examined and found sound/met the basic conditions and passed a referendum, the date the DPD or Neighbourhood Plan is likely to be adopted and, if you consider this date will be before the Inspector's decision on this appeal is issued, an explanation of the Council's policy position in respect of this appeal upon its adoption. You should also include an explanation of the status of existing policies and plans, as they relate to this appeal, upon adoption and which (if any) will be superseded;



Date the DPD/Neighbourhood Plan is likely to be adopted:

16/09/2015

see '[Questionnaire Documents](#)' section

16.f. if any DPD or Neighbourhood Plan relevant to this appeal has been submitted for examination, or in the case of a Neighbourhood Plan has been examined and is awaiting a referendum, an explanation of any substantive changes in the progress of the emerging plan, and their relevance to this appeal if it is considered that the plan will not be adopted before the Inspector's decision on this appeal is issued;



16.g. your Authority's CIL charging schedule is being/has been examined;



16.h. your Authority's CIL charging schedule has been/is likely to be adopted.



16.i. Any other relevant information or correspondence you consider we should know about;



16.j. A true copy of the Discontinuance Notice.



17. If this appeal is not following the written representations expedited procedure do you intend to send a further statement about this appeal?



18. Do you wish to attach your statement of case?



LPA Details

I certify that a copy of this appeal questionnaire and any enclosures will be sent to the appellant or agent today.



LPA's reference

2015/5204/A

Completed by

Leela Muthoora

On behalf of

London Borough of Camden

Please provide the details of the officer we can contact for this appeal, if different from the Planning Inspectorate's usual contact for this type of appeal.

Name

Phone no (including dialling code)

Email

Please advise the case officer of any changes in circumstances occurring after the return of the questionnaire.

QUESTIONNAIRE DOCUMENTS

Appeal Reference APP/X5210/Z/16/3146818

Appeal By JCDECAUX

Site Address
Bus Stop 0107/0132 -1
258 West End Lane
London
NW6 1LJ
Grid Ref Easting: 525468
Grid Ref Northing: 185169

The documents listed below were uploaded with this questionnaire form:

- Relates to Section:** PART 2
Document Description: 5.b. A copy of the letter with which you notified people about the appeal.
File name: notification of appeal letter5204.DOC
- Relates to Section:** PART 2
Document Description: 5.c. A list of the people you notified.
File name: appeal correspondence list 5204.pdf
- Relates to Section:** PART 2
Document Description: 7.a. Plan of Conservation Area.
File name: West End Green Conservation Area - map.pdf
- Relates to Section:** PART 3
Document Description: 11.a. Listing description.
File name: WEST END LANE PUBLIC CONVENIENCES - 1392290 Historic England.pdf
- Relates to Section:** PART 4
Document Description: 14.b. One set of photographs of the appeal site and its surroundings along with a plan showing the location of the appeal site and the positions from which the photographs have been taken.
File name: SV photos West End Lane.zip
- Relates to Section:** PART 4
Document Description: 15.a. The planning officer's report to committee or delegated report on the application and any other relevant documents/minutes.
File name: 0132 - Report- 2015-5204-A.pdf
File name: 0132 - Decision - 2015-5204-A.PDF
- Relates to Section:** PART 4
Document Description: 15.b. Extracts from any relevant statutory development plan policies.
File name: Stat plans.zip
- Relates to Section:** PART 4
Document Description: 15.d. Extracts from any supplementary document.
File name: Supp plans.zip
File name: West End Green - CAAMS.pdf
- Relates to Section:** PART 4
Document Description: 15.e. An explanation of the Council's policy position in respect of this appeal upon its adoption if any Development Plan Document (DPD) or

Neighbourhood Plan is relevant to this appeal.
File name: FGWH NDP - Neighbourhood Area - MAP.pdf
File name: Fortune Green + West Hampstead NDP Sept 2015.pdf

The documents listed below were already attached elsewhere with this questionnaire form:

The documents listed below are to follow by post:

Relates to Section: PART 1
Document Description: 3. Notification response.

PLEASE ENSURE THAT A COPY OF THIS SHEET IS ENCLOSED WHEN POSTING THE ABOVE DOCUMENTS TO US

Completed by

Date

LPA