

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 attachments, are sent to the appellant/agent by the date given in the start letter.

Appeal Reference	APP/X5210/Z/17/3170788
Appeal By	JCDECAUX UK LTD
Site Address	Hampstead High Street, IFO No. 68-69 (Watertones), London NW3 1QP Grid Ref Easting: 526444 Grid Ref Northing: 185698

PART 1

i) Refusal of consent for the display of the advertisement(s)		<input checked="" type="checkbox"/>	
ii) Grant of consent for the display of the advertisement(s)		<input type="checkbox"/>	
iii) Failure of the LPA to give notice of its decision within the appropriate period of an application for consent		<input type="checkbox"/>	
iv) Service of a Discontinuance Notice		<input type="checkbox"/>	

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	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
2.a. Can the relevant part of the appeal site be seen from a road, public footpath, bridleway or other public land?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
2.b. Is it essential for the Inspector to enter the site to assess the impact of the proposal?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
2.c. Are there any known health and safety issues that would affect the conduct of the site inspection?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
3. Did you notify people about the application?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

PART 2

4. Is one of your grounds for refusal 'Public Safety' involving highway or traffic considerations?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
5.a. Have you notified anyone about the appeal?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

6.b. Are there any other appeals or matters adjacent, or close, to the site still being 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.

Additional conditions were the inspector minded to allow the appeal.

We request that the following conditions are included in addition to the standard conditions, in order to be consistent with consents for the same proposal at other sites in the borough.

1. The intensity of the illumination of the digital sign shall not exceed 300 candelas per square metre between dusk and dawn and 600 candelas per square metre during the day. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

2. The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

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

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.

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

Regulation Act 1984.

6. 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.

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

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;

List of policies:

CS Cover, CS5 & 14 - DP Cover, DP21,24,25&26

[see 'Questionnaire Documents' section](#)

[see 'Questionnaire Documents' section](#)

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;

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;
- see '[Questionnaire Documents](#)' section
- 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

Completed by

On behalf of

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/17/3170788

Appeal By

JCDECAUX UK LTD

Site Address

Hampstead High Street, IFO No. 68-69 (Watertones),
London NW3 1QP
Grid Ref Easting: 526444
Grid Ref Northing: 185698

The documents listed below were uploaded with this questionnaire form:

Relates to Section: PART 2

Document Description: 7.a. Plan of Conservation Area.

File name: Hampstead Conservation Area.pdf

File name: Hampstead.pdf

Relates to Section: PART 3

Document Description: 11.a. Listing description.

File name: 70-71 Hampstead High Street LBlisting.pdf

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: 2374 - 68-69 Hampstead High Street - report.pdf

Relates to Section: PART 4

Document Description: 16.b. Extracts from any relevant statutory development plan policies.

File name: CS5 & 14.pdf

Relates to Section: PART 4

Document Description: 16.b. Extracts from any relevant statutory development plan policies.

File name: DP21,24,25, & 26.pdf

Relates to Section: PART 4

Document Description: 15.d. Extracts from any supplementary document.

File name: CPG6 - Chapter 5.pdf

File name: CPG7 - Chapter 8.pdf

File name: CPG1 - Chapters 3 & 8.pdf

Relates to Section: PART 4

Document Description: 16.i. Any other relevant information or correspondence you consider we should know about.

File name: Streetscape Design Manual .pdf

File name: Camden Character Study June 2015 - Ch01-05+06- Intro-Areas + Conclusion.pdf

File name: Camden Character Study June 2015 - Ch5.7 - Hampstead.pdf

File name: TfL pedestrian-comfort-guidance-technical-guide.pdf

File name: TfL Guidance for Digital Roadside Advertising and Proposed Best Practice 2013.pdf

File name: 2015-5228 - 68-69 Hampstead High Street Decision.pdf

File name: 2015-5228 - 68-69 Hampstead High Street Report.pdf

File name: Advertisement consent Refusal ref 8880537.docx

File name: 7 Appeal decisions -

314801-314810-314812-314814-314818-314822-314826.pdf

File name: Advertisement consent Refusal ref 8880537.pdf

File name: Additional conditions if appeal allowed.doc

File name: 2374 - All objections.pdf

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

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

Completed by

Not Set

Date

31/03/2017 12:36:56

LPA

London Borough of Camden