

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>15/03/2019</b>
<b>Officer</b>			<b>Application Number(s)</b>	
Matthias Gentet			2019/0287/A	
<b>Application Address</b>			<b>Application Type:</b>	
Hoarding on the corner of Hilgrove Road and Alexandra Road London NW6 4TJ			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of a free standing internally illuminated 48 sheet LED digital advertising display sign.				
<b>Consultations</b>				
Summary of consultation responses:		N/A		
<b>Site Description</b>				
<p>The site address is located by the junction (on the western side) of Alexandra Road to the south with Hilgrove Road to the north, set behind a brick boundary wall fencing a piece of land associated with the South Hampstead Station and railway tunnels (Primrose Hill Tunnels) to the rear and below.</p> <p>The site is not in a Conservation Area. However, what is known as a 'pair of railway tunnel portals' at the western end of Primrose Hill Tunnels are Grade II listed.</p>				
<b>Relevant History</b>				
<p><b>Site History:</b></p> <p>Nothing relevant</p> <p><b>Other relevant sites within Camden concerning LED digital screen displays:</b></p> <p><b>Camden High Street N0176</b>  <b>2018/2159/A – (refused</b> on 10/07/2018) - Display of an internally illuminated LED digital display screen (measuring 3m in height by 14.30m in width and 0.3m in depth) on the curved elevation above first floor windows.</p> <p><b>Adjacent to Camden Town Underground Station</b>  <b>2016/3005/A – (refused</b> on 22/07/2016 and <b>dismissed on appeal</b> (ref: APP/X5210/16/3160523) on 03/02/2017) - Display of an internally illuminated LED digital display sign and mural surround.</p> <p><b>2015/6179/A – (refused</b> on 01/02/2016) - Installation of 1 x digital LED display screen (3.846m x</p>				

6.596m).

**Land Adjacent to the Roundhouse Theatre on the corner of Chalk Farm Road and Regent's Park Road**

**2018/3151/A – (refused** on 19/11/2018) - Temporary display of an internally illuminated LED digital display board measuring 12.6m in width by 3.5m in height and 0.6m in depth sitting atop existing timber fence, on the corner of Chalk Farm Road and Regent's Park Road.

**Royal Mail Delivery Office, 1 Barnby Street**

**2014/1027/A – (refused** on 26/03/2014 and **dismissed on appeal** on 02/03/2015) - Erection of a free standing digital advertisement display unit.

**St Giles Hotel, Bedford Avenue**

**2015/3210/A – (refused** on 24/08/2015 and **dismissed on appeal** on 18/11/2015) - Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd floor level.

**University College Hospital, 235 Euston Road**

**2013/6400/A – (refused** on 22/10/2013 and **dismissed on appeal** on 31/12/2013) - Display of digital screen to front elevation of hospital.

**2012/4564/A – (refused** on 18/10/2012 and **dismissed on appeal** on 11/07/2013) - Display of digital screen and lettering to front elevation of hospital.

**Finchley Road**

**1a New College Parade**

**2013/2419/A – (refused** on 01/07/2013 and **dismissed on appeal** on 11/02/2014) - Display of 1x internally illuminated advertising hoarding at second floor level to side elevation replacing existing hoarding on property.

**No124**

**2018/0553/A – (refused** on 18/07/2018) - Display of an LED internally illuminated digital advertisement sign measuring 3.2m in width by 5.76m in height.

**2014/3174/A – (refused** on 18/07/2014) - Display of one internally illuminated fascia sign at first floor level of building.

**2013/2349/A – (refused** on 19/06/2013 but allowed on appeal on 10/03/2014) - The display of an internally illuminated display board to the side elevation above existing retail unit (Class A1) at first floor level

**Land adj. No135**

**2013/8151/A – (refused** on 14/02/2014 and **dismissed on appeal** on 27/06/2014) - Digital media display on a freestanding advertising display unit.

**2012/0076/A – (refused** on 31/05/2012 and **dismissed on appeal** on 11/01/2013) - Display of internally illuminated digital display panel on monopole.

**The O2 Centre, 255**

**2012/1491/A – (refused** on 16/05/2012 and **dismissed on appeal** on 13/12/2012) - Erection of a double sided free standing totem with digital screens.

**Jewish Community Centre, No341-351**

**2018/0744/A – (refused on 15/05/2018) - Display of 1 x internally illuminated wall-mounted advertisement screen on south facing flank elevation.**

**2013/7024/A – (refused on 03/01/2014 and dismissed on appeal on 27/06/2014) - Installation of a free standing LED internally illuminated public information display sign.**

**British Telecom, 138 Maida Vale**

**2014/4108/A – (refused on 18/07/2014 and dismissed on appeal on 04/12/2014) - Display of a free standing internally illuminated sign in the forecourt.**

**Adjacent to Whitefield Memorial Church, Tottenham Court Road**

**2015/1209/A – (refused and warning of prosecution action to be taken on 24/04/2015) - Display of a digital illuminated signage measuring 6.6m x 3.4m x 0.4m at 1.9m from ground level.**

**On the corner of York Way and Freight lane**

**2014/4102/A – (refused on 18/07/2014 and dismissed on appeal on 08/01/2014) - Display of a free standing internally illuminated sign.**

**124 West End Lane**

**2009/2923/A – (refused on 06/10/2009) - Installation of digital LED screen (1.8m x 9.4m) at fascia level on corner of West End Lane and Blackburn Road to display advertisements (changing every 710 seconds).**

The following enforcement cases are to be taken into consideration as being relevant to the refusal of this proposal, representing and supporting the Council's initiative to remove unsightly hoardings:

**Land adjoining 279 Finchley Road**

**o EN09/0102 – display of two advert hoardings (Appeal against discontinuance notice dismissed on 26/02/2013)**

**Central School of Speech and Drama College Crescent**

**o EN07/0473 – Display of two advert hoardings, each 1 x 48 sheet (Appeal against discontinuance notice dismissed on 21/05/2013)**

## **Relevant policies**

### **National Planning Policy Framework, 2019**

### **The London Plan 2016**

### **London Borough of Camden Local Plan 2017**

A1 (Managing the impact of development)

D4 (Advertisements)

T1 (Prioritising walking, cycling and public transport)

### **Camden Planning Guidance (2018)**

CPG Advertisements (March 2018)

CPG Design (March 2018)

## **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

### **Assessment**

#### **1. Background**

- 1.1 The digital screen is proposed to be displayed on a piece of land sitting adjacent to the junction between Alexandra Road with Hilgrove Road, and sitting above the railway lines and the western entrance of the Primrose Hill tunnels connected to the South Hampstead Station below. Part of the railway tunnel portals are Grade II listed. These are not visible from street level or the public realm, being obscured by the brick boundary treatment surrounding the site. The tunnels – being underground – have their entrances also at a much lower level.
- 1.2 Judging by photographic evidence – up until August 2015 - Two 48 sheet free standing advertising display boards were in place at the same location, one of which is the free standing advertisement board that is to be replaced by the proposed LED digital sign forming part of this application. The second free standing advertisement board stood approximately 5-6m away to the north, but is no longer in situ. Planning records suggest that neither sign has received advertisement consent and were therefore unauthorised. Nevertheless, the remaining display board, having been in place for at least 10 years, is now immune from prosecution.

#### **2. Proposal**

- 2.1 The proposal is seeking advertisement consent for the display of an internally illuminated LED digital screen fixed to large poles (free standing) anchored into the ground directly behind a low level brick boundary wall with timber fencing atop. It would replace the existing illuminated 48 sheet sign (6.5m x 3.5m). The advertising face of the sign would protrude above the timber fencing which in part also protrude above the rest of the high level boundary treatment.
- 2.2 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.

#### **3. Assessment**

- 3.1 The principle considerations in the determination of this application are:
- Visual Amenity
  - Public Safety
- 3.2 The proposed internally illuminated LED digital screen would measure approximately 6.6m in width by 3.5m in height (including the frame) and 0.65m in depth (thickness), standing 1.4m above ground level. The actual advertising face of the sign would measure approximately 6.1m in width by 3.05m in height providing an advertising face/area of approximately 18.6sqm.
- 3.3 The site sits within an exclusively residential area and thus faces directly onto Gillies House (3-storey), Farjeon House (part 3/part 4-storey) and Leitch House (9-storey) blocks of flats (Council owned) that are located to the north, north-east and south-east of the current signage respectively. The free standing advertisement is also in full view of a large traffic junction approximately some 100m away, to the eastern end of Hilgrove Road and connecting with Finchley Road (to the north and south) and Adelaide Road (to the east).

## 4. Visual Amenity

4.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that *'The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting. The Council will resist advertisements that contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, cause light pollution to nearby residential properties or wildlife habitats or impact upon public safety.'*

4.2 CPG (Advertisements) also states that *'Advertisement hoardings or posters will not usually be acceptable in predominantly residential areas. Digital advertisements are by design visually prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital billboards include locations where the advertisement could become the most prominent feature of the street scene. Advertisement hoardings or posters will not usually be acceptable in predominantly residential areas.'*

4.3 The guidance further states that *'The Council will resist illumination of hoardings where it is a nuisance or out of character with the area.'*

4.4 Referring to best practice guidance, CPG (Advertisements) also states that *'Proposals for digital advertisements should adhere to the best practice guidance set out in the Transport for London Guidance for Digital Roadside Advertising and Proposed Best Practice (March 2003). This best practice guidance sets out detailed considerations and requirements including:*

- Siting of adverts including proximity to traffic signals, hazards, and longitudinal spacing;*
- Position and orientation to the carriageway;*
- Message duration, transitions, and sequencing; and*
- Lighting levels.'*

4.5 CPG Amenity refers to the impact of artificial light and describes how *'Excessive or poorly designed lighting can cause light spillage and glare and be damaging to the environment by:*

- having a detrimental impact on the quality of life of neighbouring residents;*
- changing the character of the locality;*
- altering wildlife and ecological patterns; and*
- wasting energy.'*

4.6 It further states that *'The Council will therefore expect that the design and layout of artificial light be considered at the design stage of a scheme to prevent potential harmful effects of the development on occupiers and neighbours in terms of visual privacy, outlook and disturbance. Artificial lighting should only illuminate the intended area and not affect or affect the amenity of neighbours.'*

4.7 The proposed site is highly prominent as it faces directly onto a wide, open junction surrounded by residential blocks that are set back from the pavements. The advertising sign currently in place has a negative impact on the streetscape. It is bulky, unattractive and overly dominant within the residential streetscape. It must be noted that for many years, the area behind the existing sign was abundant in vegetation. The presence of tall trees and shrubs provided a green screening background within which the 2no advertising boards at the time, could benefit from the softness provided by the greenery. The natural screen helped in minimizing the impact of such large features by somewhat 'absorbing' them into the background. Now that the vegetation has been removed, the remaining advertising board stands out, perched above the

timber fencing.

- 4.8 Whilst there is now only one such advertising fixture, its replacement would indeed introduce a more detrimental method of illumination which would change from a back-lit display to a LED digital illuminated screen. Digital advertisements appear significantly more visually obtrusive than the back-lit display and would create visual clutter. Although the advertisement would provide a range of static images only, changing every 10 seconds (not flashing), the level of illuminance would be in the excess of 1500cd/m. The very nature of LED digital method of illumination with a rotating display would transform the advertising face of the sign into an entire source of light and glare facing directly onto residential windows.
- 4.9 By virtue of its size, scale, design, location and method of illumination, the proposed advertisement would not just replace a bulky and incongruous feature. It would introduce a fixture that would further exacerbate the detrimental impact of the existing sign and with a far greater impact on the surrounding area and in particular residential flat overlooking directly onto it. The commercial advertising screen would fail to preserve or enhance the appearance and character of the residential locale, contrary to policies D4 (Advertisements), CPG (Advertisements) and CPG Amenity.

## 5. Public Safety

- 5.1 Policy D4 (Advertisements) states that '*Advertisements will not be considered acceptable where they impact upon public safety, including when they:*
- *obstruct or impair sight lines to road users at junctions and corners;*
  - *reduce the effectiveness of a traffic sign or signal;*
  - *result in glare and dazzle or distract road users;*
  - *distract road users because of their unusual nature;*
  - *disrupt the free flow of pedestrian movement; or*
  - *endanger pedestrians forcing them to step on to the road.'*
- 5.2 The proposed digital display would continue to display static, poster-like images only. Each poster would be displayed for at least 10 seconds, in a similar way to traditional scrolling vinyl poster displays. There would be no video or animation used. This would minimise the risk of collisions occurring due to road users becoming distracted.
- 5.3 Furthermore, the advertising display screen would have a static night time illuminance level of 300 candelas per square metre (cd/m<sup>2</sup>). This would minimise the risk of collisions occurring due to road users becoming distracted. If the proposals were considered acceptable, the maximum illuminance level of 300 cd/m<sup>2</sup> would be secured by condition.
- 5.4 The application has been prepared in accordance with a document commissioned by transport for London titled 'Guidance for Digital Roadside Advertising and Proposed Best Practice'. As such, the level of illuminance produced by the LED digital screen is considered to fall within the recommended illumination levels. The method of illumination would therefore have limited impact on the safety of the public and road users.
- 5.5 As such, the proposed signage present no safety issues or concerns. On this point, the proposal is considered to be acceptable.

## 6. Conclusion

- 6.1 The proposed free standing internally illuminated 48 sheet LED digital advertising display sign, by virtue of its size, design, location and method of illumination, taken together, would result in an overly large, visually dominant and incongruous fixture that would fail to preserve or enhance the character of the streetscape, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

## **7. Recommendation**

6.1 Refuse Advertisement Consent.