

Appeal Decision

Site visit made on 10 November 2016

by Neil Pope BA (Hons) MRTPI

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

Decision date: 17 November 2016

Appeal Ref: APP/X5990/Z/16/3156848

42, Gloucester Gardens, London, W2 6BN.

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Andrew Jordan of JCDecaux against the decision of City of Westminster Council.
 - The application Ref.16/03493/ADV, dated 6/4/16, was refused by notice dated 12/7/16.
 - The advertisement proposed is described as a *single freestanding Forum Structure, featuring a double sided Digital 84" screen at one end of the bus shelter. The Digital screen is capable of displaying illuminated, moving images and content is supplied via secure remote connection. TfL (sic) will utilise 15% of Digital screen broadcast time to display public service information. In the event of an emergency, TfL (sic) will be able to override the advertisement function and display an 'Emergency Message', alerting the public of immediate danger.*
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. A more concise description of the proposal is the display of a double-sided advertisement panel comprising LED screens (2370mm x 1338mm). The site is also on the opposite side of Bishop's Bridge Road to 42 Gloucester Gardens.
3. I understand that the existing advertisement panels within the bus shelter do not have the benefit of advertisement consent. Consent for internally illuminated panels was refused in 2011 (Ref. 11/04730/ADV).

Main Issue

4. The main issue is whether the proposal would preserve or enhance the character or appearance of the Hallfield Estate Conservation Area (HECA) and preserve the setting of the grade II listed Hallfield Estate.

Reasons

5. The proposed advertisement would form part of a bus shelter on the southern side of Bishop's Bridge Road. It would be capable of displaying travel status updates for TfL, tourist information and commercial messaging. The display panels would be positioned at right angles to the road and would not display moving content. The site is within the HECA and is adjacent to Caernarvon House and Clovelly House. These are two of the 14 residential blocks (and laundry) that comprise the grade II listed building known as Hallfield Estate.
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6. During my site visit I walked around the HECA. This 1950s housing estate extends to about 6.9 ha and includes the residential blocks, former laundry, school and landscaped grounds. It appears to me that the significance of this designated heritage asset is derived primarily from its architectural and historic interest as an example of a radical model for post-war re-housing in London, based on Modernist planning principles¹. This includes the large slabs of flats which are laid out at 45 degrees to the surrounding roads within an informal setting of lawns and trees.
7. Whilst the listed building is not as extensive as the HECA, it derives its significance from very similar heritage interests. The list description identifies the architectural interest as *"a sophisticated and distinctive aesthetic approach to social housing, whereby facades are treated like works of abstract art"* and the historic interest as *"a seminal post-war housing estate that was widely exhibited and published, and provoked divergent contemporary responses which illuminate post-war architectural theory."*
8. The above noted architectural and historic interests are the main components of the amenity of the area and can be appreciated from the public realm, including Bishop's Bridge Road. The section of this street which runs through and is immediately adjacent to the HECA is largely residential. I concur with the Council's planning officer that it has a muted, subdued character, where the residential blocks and 19th century buildings on the opposite side of the street are set within a tree-lined road which creates an attractive leafy green appearance. This section of the street includes the appeal site² and is largely free from clutter. It provides a pleasing vista, when looking north east, of the return end wall of Caernarvon House. This contributes to an appreciation of the significance of this listed building and adds to the amenity of the area.
9. The proposed advertisement would be a small, physical addition to the street scene of Bishop's Bridge Road. It would not harm the historic interest of the HECA or the listed building and would be dwarfed by the scale of the adjacent residential blocks. However, its frequently changing images/commercial content and illumination would draw attention and render the proposal prominent in this part of the street and at odds with the residential character. When looking north east along the street the proposal would intrude into views of the return end wall of Caernarvon House. To a limited extent, this would detract from an appreciation of the architectural interest of this listed building.
10. The proposal would diminish the quality of the street scene and erode the amenity of the area. It would fail to preserve the character or appearance of the HECA and would not preserve the setting of the grade II listed Hallfield Estate. In so doing, the proposal would be at odds with the aims and objectives of those development plan policies that have been drawn to my attention, insofar as they are material to this appeal. It would also conflict with the provisions of paragraph 67 of the National Planning Policy Framework.
11. The benefits of the proposal would not overcome or outweigh the harm that I have identified. I therefore conclude that the appeal should not succeed.

Neil Pope
Inspector

¹ The plan was inspired by Le Corbusier's 'Radiant City', designed by Tecton and executed by Drake and Lasdun.

² The site forms part of the setting of the listed Hallfield Estate.