

Appeal Decision

Site visit made on 26 June 2017

by N McGurk BSc (Hons) MCD MBA MRTPI

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

Decision date: 18 July 2017

Appeal Ref: APP/H5390/Z/17/3173707

183 North End Road, London, W14 9NL

- 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 Insite Poster Properties Ltd against the decision of the Council of the London Borough of Hammersmith and Fulham.
 - The application Ref 2017/00052/ADV, dated 19 December 2016, was refused by notice dated 15 February 2017.
 - The advertisement proposed is installation of 48 sheet illuminated digital LED advertising display.
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Decision

1. The appeal is dismissed.

Procedural Matters

2. The appellant describes the proposal as being for “a digital display measuring 6m in width and 3m in height...It would show static two-dimensional images on rotation, with each image on display for a short duration.”

Main Issue

3. The main issue in this case is the effect of the advertisement on visual amenity, with particular regard to its effect on the Barons Court Conservation Area.

Reasons

4. The appeal property is a tall, four storey building that forms part of a terrace of properties along North End Road. Like other properties along North End Road, No 183 has a commercial use to the ground floor and this is in keeping with the busy, commercial nature of the road at ground floor level.
 5. The upper floors of the appeal property, like many others in the surrounding area, are more domestic in appearance and possess significant period features, including attractive fenestration, brick and plaster-work. Indeed, during my site visit, I noted that numerous buildings along North End Road, including the appeal property, make a significant contribution to the area’s positive historic qualities.
 6. The appeal property is located within the Barons Court Conservation Area, which in this location is characterised by the presence of many attractive period properties, the historic features of which draw attention to themselves, most notably above ground floor level. During my site visit, I observed there to be numerous tall, blank facades above ground floor level. Unadorned by
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advertisements, these allow for clear views of the area's attractive period properties and contribute to a sense of grandeur, much to the benefit of local character.

7. In the above regard, I am mindful that the Council has taken action to remove advertisement hoardings displayed at high levels on flank walls, including advertisements along North End Road, with the aim of improving the appearance of the Borough.
8. The proposal would comprise a large digital advertisement and would be located on the side elevation of No 183 at the height of the fourth storey of the property. As such, the advertisement would appear above Nos 179-181 North End Road, which is two storeys lower in height.
9. I find that the proposed size and changing digital display of the advertisement, when combined with the height at which it would be displayed, would lead it to appear unduly dominant in its surroundings. It would effectively "tower" above North End Road, drawing the eye as an illuminated, changing display. The harm arising from this would be exacerbated as a result of the location of the side elevation of the appeal property, such that it appears prominently in views as one heads along North End Road.
10. Furthermore, the proposal would appear as an incongruous feature in an area where there is a general absence of such high level advertisements as the one proposed. It would draw undue attention to itself and in so doing, take attention away from the elegance of the area's historic buildings.
11. In reaching my decision below, I am mindful of the appeal property's location within the Barons Court Conservation Area. The National Planning Policy Framework (the Framework) emphasises the importance of safeguarding the nation's heritage assets and the advertisement proposed would fail to preserve the character and appearance of the Barons Court Conservation Area.
12. I find that the advertisement proposed would be detrimental to visual amenity. This would be contrary to the Framework, to Core Strategy¹ Policy BE1, Development Management Local Plan (2013) Policies DM G7 and DM G8, and SPD² Design Policies 29 and 58, which together amongst other things, seek to protect local character.

Conclusion

13. For the reasons given above, the appeal is dismissed.

N McGurk

INSPECTOR

¹ Hammersmith and Fulham Core Strategy, Local Development Framework (2011)

² Planning Guidance Supplementary Planning Document (2013)