



Appeal Decision

Site visit made on 18 September 2017

by S Jones MA DipLP

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

Decision date: 16 October 2017

Appeal Ref: APP/N5660/Z/17/3179150

79-81 Clapham Common Southside, London SW4 9DQ

- 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 Mazotte Investments Ltd against the decision of the Council of the London Borough of Lambeth.
 - The application Ref 17/01505/ADV, dated 28 March 2017, was refused by notice dated 17 May 2017.
 - The advertisement proposed is display of hotel name board signs hanging in traditional metal frame fixed onto a single post.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the advertisement on the character and appearance of the area and its visual amenity with particular regard to the Clapham Conservation Area (CA).

Reasons

3. The appeal site is a hotel on the corner of Cautley Avenue not far from Clapham South Underground. Clapham Common is directly opposite the site, so that there is only development along one side of the street. It is located in a very busy area with a continuous stream of pedestrians and heavy traffic.
4. The site already has advertising in the form of a large blue sign at the railings, wording on blue coloured window canopies and a painted advert on the frontage. The appellant refers to the existing signage being removed if this one is permitted, but this appears to refer to the sign board at the railings only. The proposed double sided sign would be hung on a pole similar to more traditional style advertising signs of the past. It would not be illuminated.
5. Due to being situated on top of a pole, the size and 4.5m overall height of the advertisement would be prominent along the frontage of this part of Clapham Common Southside, and I did not find any similar advertisements along this stretch and side of the road. There is already a build up of visual clutter heading towards Clapham South Underground where there is a greater mix of residential and retail use. The appeal site is on the cusp of that busier commercialised area, and a further large different sign at the appeal site will

add to that clutter and detract from the otherwise residential area where it is located. I find it would detrimentally affect the visual amenity of the area.

6. In accordance with section 72 of the Planning (Listed Buildings and Conservation Areas) 1990 I must pay special attention to the desirability of preserving or enhancing the character or appearance of the CA. Conservation of designated heritage assets is also given special emphasis in the 2012 National Planning Policy Framework (the Framework). Having identified that the advertisement would harm the character and appearance of the area and its visual amenity, I find it would also fail to preserve or enhance the character or appearance of the CA.
7. Powers to regulate advertisements may be exercised only in the interests of amenity and public safety. I am aware of and have considered Policies Q17 and Q22 of the London Borough of Lambeth Local Plan 2015 and the Advertisement and Signage Guidance and the Framework insofar as they are material to my determination of this matter. The advertisement would clearly be contrary to their aims of protecting local character and heritage assets.

Conclusion

8. For the reasons given above I conclude that the display of the advertisement would be detrimental to the interests of amenity and the appeal should be dismissed.

S Jones

INSPECTOR