



Appeal Decision

Site visit made on 22 July 2019 by Thomas Courtney BA(Hons) MA

Decision by Andrew Owen MA BA(Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 07 August 2019

Appeal Ref: APP/N5660/Z/19/3227945

2-3 Clapham Common South Side, Clapham, London SW4 7AA

- 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 BLOW UP MEDIA UK LTD against the decision of London Borough of Lambeth.
 - The application Ref 19/00891/ADV, dated 11 March 2019, was refused by notice dated 26 April 2019.
 - The advertisement is a temporary decorative scaffold shroud screen advertisement comprising a 1:1 image of the building facade with an inset advertising area measuring 6m x 9m during works to the building for a period of 12 months.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Main Issues

3. The main issue is the effect of the advertisement on the amenity of the area, including the character of the Clapham Conservation Area and the setting of nearby listed buildings.

Reasons for the Recommendation

4. Nos. 2 and 3 Clapham Common South Side are four storey buildings which form part of a larger group of curved terraced buildings of similar appearance. The buildings occupy a prominent location on the corner of the busy junction with Clapham Park Road (A2217). The site is located within the Clapham Conservation Area whose significance is mainly derived from the verdant openness of the eastern part of Clapham Common and the buildings that surround it, including the commercial properties near the appeal site. Also, although the Council mention there are a number of listed buildings in the vicinity, they only name the Grade II listed Alexandra Hotel which is a plain building a short distance to the west of the site set in a row of commercial properties. Although the site is within a busy shopping area, there are very few large advertisement hoardings.

5. The proposed temporary shroud would encase the scaffolding on Nos. 2 and 3 for a period of 12 months during restoration and repair works. The shroud would in part replicate the external façade of the building and display an imprinted advertisement over the first and second floors, measuring 6000mm x 9000mm (54sqm). The inset advertisement area would be externally illuminated with three flood lights, however the appellant has highlighted the lighting is an optional feature which can either be omitted entirely or set on a timer control if considered necessary. The advertisement would display public information as well as commercial advertising.
6. Although the shroud would help to disguise the scaffolding during the renovation works, I find that the inset advertisement would appear too large and dominant. Also, it would be sited in a prominent location and at high level covering the first and second floors. It would introduce an obtrusive and uncharacteristic element to the street scene and, even though this would be for a temporary period, would detract from the character of the Conservation Area and the setting of the identified listed building.
7. The appellant states that the shroud and advertisement would add visual interest, constitute aesthetic improvement and avoid the view of normal scaffolding and ad-hoc sheeting. I find, however, that a large advertisement would add visual clutter and fail to tie in with the traditional and muted appearance of the nearby buildings. Building works and associated scaffolding and sheeting, on the other hand, are not an uncommon sight and would only have a neutral impact on the street scene and the Conservation Area.
8. Furthermore, the appellant also highlights that much of the proposed shroud would display the 1:1 image reproduction of the building's façade, however the proposed plans show that the inset advertisement would occupy most of the shroud at first and second floor level. Therefore, though I acknowledge the benefit of a decorative shroud which accurately reproduces the façade of the buildings, and the part the advert would play in its funding, the benefit is limited by the scale of the inset advertisement. Indeed, overall, though the harm to the heritage assets is less than substantial, the public benefits of the proposal are limited and do not outweigh that harm.
9. The appellant refers to other developments in the London area. However, these examples are in different settings and are not directly comparable to the proposal before me. The attached appeal decision at 162 Balham High Road, for example, is not located in a conservation area. Furthermore, each application and appeal should be determined on its individual merits, and this is the approach that I have adopted.
10. Therefore, the display of the temporary scaffold shroud advertisement would be detrimental to amenity. I have taken into account Lambeth Council's Advertising and Signage Guidance document and policy Q17 of the Lambeth Local Plan 2015 (the 'local plan') which seeks to ensure outdoor advertisements are designed to be appropriate within their context and do not harm the amenity of the area. I have also had regard to policy Q2 of the local plan which aims to protect visual amenity, and policies Q5, Q20 and Q22 of the local plan which together seek to ensure the Conservation Area and setting of the listed buildings are preserved, and that local context is respected. As I have found that the proposal harms amenity it would fail to accord with these policies.

Recommendation

11. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be dismissed.

Thomas Courtney

APPEAL PLANNING OFFICER

Inspector's Decision

12. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis the appeal is dismissed.

Andrew Owen

INSPECTOR