



Appeal Decision

Site visit made on 5 August 2019

by Paul Griffiths BSc(Hons) BArch IHBC

an Inspector appointed by the Secretary of State

Decision date: 19 August 2019

Appeal Ref: APP/N5660/Z/19/3229292

1-3 Chicheley Street, London SE1 7PY

- 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 Pierre Rogier of J C Decaux UK against the decision of the Council of the London Borough of Lambeth.
 - The application Ref.19/00250/ADV, dated 4 December 2018, was refused by notice dated 4 April 2019.
 - The advertisement proposed is the display of 1 internally illuminated, freestanding, double-sided, digital screen.
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Decision

1. The appeal is dismissed.

Main Issue

2. These are the impact of the advertisement display proposed on (1) amenity and (2) public safety.

Reasons

3. The advertisement display would be associated with a bus shelter that is already in place. The site lies within the South Bank Conservation Area and is close to the Grade II* listed County Hall, and locally listed buildings associated with it. From what I saw, the view towards the Thames from the York Road end of Chicheley Street, which takes in the London Eye, framed on one side by County Hall, and the associated annexes, is an important feature of the character and appearance of the conservation area. The advertisement display proposed would introduce a garish, distracting feature that would detract from the quality of the view and thereby harm visual amenity, the character and the appearance of the conservation area, and the setting of County Hall.
4. As a result, the proposal fails to comply with paragraph 132 of the National Planning Policy Framework which explains that places can suffer when advertisements are poorly sited and designed. While I appreciate that they have the status of material considerations only, the proposal also falls contrary to Policies Q17, Q20 and Q22 of the Lambeth Local Plan (LP) which deal with advertisements, conservation areas, and listed buildings and their settings.
5. The display would sit rather close to the junction of Chicheley Road and Belvedere Road. I observed that the area attracts large number of people, many of whom seek to cross the road at the junction in order to gain access to the attractions beyond.

6. The advertisement panel might well prove a distraction to drivers heading towards the junction and given the obvious potential for conflict with pedestrians, this would undermine public safety. The proposal would not comply with LP Policy T6.

Conclusion

7. I appreciate that the proposal is part of a London-wide TfL programme and that the panel could be used to provide live travel updates and so forth, as well as advertisements. However, those benefits are insufficient to outweigh the harm to amenity and public safety that would be caused.
8. On that basis, the appeal fails.

Paul Griffiths

INSPECTOR