
Appeal Decision

Site visit made on 4 February 2020

by Nick Fagan BSc (Hons) DipTP MRTPI

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

Decision date: 10 February 2020

Appeal Ref: APP/X5210/Z/19/3238760
278 Kilburn High Road, London NW6 2BY

- 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 Camden.
 - The application Ref 2019/3484/A, dated 8 July 2019, was refused by notice dated 2 September 2019.
 - The advertisement proposed is described as the replacement of an existing illuminated 48-sheet advertisement hoarding with an illuminated 48-sheet digital advertisement display.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the advertisement hoarding on the character and appearance of the area and on the setting of the Grade II* listed public house opposite.

Reasons

3. The site is the side wall of a four-storey building. There is an internally illuminated 48-sheet advert sign affixed to this wall at first floor level. The proposal is to replace it in the same position with a similar, same sized but updated digital advert sign, where the advert image will change regularly.
4. The appellant claims that the current sign has existed since at least April 2006 and that it therefore benefits from deemed consent. I note the Council claims this sign to be unauthorised, that it was refused consent in 1999 and was subject to a dismissed appeal in 2000, although I have not been provided with documentary evidence of this.
5. Regardless of this the appellant has applied for express consent here and the Council has refused this on visual amenity grounds, so I am determining the appeal accordingly.
6. The ground floor of No 278 is occupied by a burger bar with residential use on the upper floors and the site lies in the middle of the busy commercial High Street. Next to the sign is a soft landscaped area and the access to Kilburn Grange Park, a non-designated heritage asset on the Council's Local List given its historic importance and value to the local community as an open space.

7. Next to this and directly opposite the site and current sign is the Grade II* listed three-storey Black Lion public house built in 1898, whose facing elevation is specifically mentioned in the listing description.
8. There is no doubt that the current advert hoarding significantly detracts from the setting of the Black Lion. The sign and elevation of the building are seen in conjunction from the access to the park, from across the High Road and from this side of the road immediately adjacent. As such it not only mars appreciation of the pub's attractive and well-kept elevations but spoils the public access route to the park. Due to its elevated first floor position it is prominent in the immediate area and street scene and stands out as a strident and intrusive example of unnecessary and ugly visual clutter.
9. The proposed replacement sign would have the same harmful effect on the character and appearance of the area. It would be seriously harmful to the visual amenity of the area. I acknowledge the appellant's recommendation to reduce the illumination of the sign by 50%, to 300 candela/m² during daylight and 150 candela/m² at night, but this would do little to mitigate the adverse impact of such a hoarding.
10. For these reasons the proposed advert hoarding would be completely unacceptable and consequently the appeal is dismissed.

Nick Fagan

INSPECTOR