
Appeal Decision

Site visit made on 16 June 2020

by Rory MacLeod BA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19 June 2020

Appeal Ref: APP/N5660/Z/19/3243764

1 Wincott Parade, Kennington Road, London SE11 6SR

- 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 Clear Channel UK against the decision of the Council of the London Borough of Lambeth.
 - The application Ref 19/03562/ADV, dated 19 September 2019, was refused by notice dated 20 November 2019.
 - The advertisement proposed is described as removal of existing two 48 sheet adverts and replacement with one 48 sheet freestanding digital advert.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal on the visual amenity of the area including in respect to local heritage assets.

Reasons

3. Wincott Parade comprises a row of ground floor shop units with three floors above. The appeal relates to the northern end of the building where there are currently two non-illuminated advert hoardings vertically stacked from first floor level on the return wall facing the junction of Kennington Road with Bishop's Terrace. A public house on the other side of this junction is a locally listed building, but the surrounding area is predominantly residential in character. The site is located within the Walcot Square Conservation Area. Grade II Listed Buildings nearby include a terrace to the north fronting Kennington Road and two telephone kiosks close to Wincott Parade.
4. The proposal is to replace the two non-illuminated display posters with one internally illuminated sign which would display multiple static advertisements on rotation. Submitted plans show this to be 6m wide and 3m high located on the same flank wall 5.30m above street level. The proposed display panel would be controlled by light sensors to vary the brightness of the screens according to the brightness of the day.
5. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of a designated conservation area. Section 66 of the same Act requires special regard to be paid to the desirability of preserving listed buildings or their setting.

6. The proposed digital advertisement would be a little lower than the hoardings to be replaced but would nonetheless be a high level sign. Advertisements at Wincott Parade and on the public house are predominantly low level and non-illuminated. To the south of the site on the opposite side of Kennington Road there is a petrol filling station with associated signage and a low level advertisement hoarding next to this. The proposal, by reason of its height, siting and its changing illuminated display would be out of keeping with the modest low level nature of advertising in this mainly residential area.
7. Wincott Parade is set back from the carriageway of Kennington Road behind a large forecourt but is nonetheless forward of the building line to the public house and terraces to the north. The proposal would be conspicuous in views from the north along Kennington Road, particularly from the western side of the road across the open carriageway. It would also be conspicuous in views along Walnut Tree Walk and Bishop's Terrace which are aligned to provide views of the end wall to Wincott Parade. There are street trees that would filter longer views of the proposal to a degree during the summer months, but less so during the winter months after leaf fall when there would be longer hours of darkness in which the illuminated nature of the advert would be noticeable. The digital advert would be seen as a close, prominent and incongruous feature by pedestrians and drivers at the traffic light controlled crossing on Kennington Road to the north of the junction with Bishop's Terrace.
8. The Draft Character Appraisal for the Walcot Square Conservation Area identifies views terminating with Wincott Parade and comments that the two large advertising hoardings detract from the visual amenity of the conservation area. The conservation area's significance lies in the disciplined and unpretentious early 19th century housing; this can be seen along Kennington Road which forms the spine to the conservation area. The illuminated and changing display to the proposal together with its raised and conspicuous siting would detract from the significance of the conservation area.
9. The significance of the locally listed public house to the north and the listed terrace alongside lie in their architectural detailing and history. The illuminated sign would be seen in views of their front elevations due to its proximity and raised siting. It would result in an adverse effect on the setting and significance of these buildings, but not on the two listed telephone kiosks the significance of which is in their historic form and immediate setting.
10. The removal of two high level hoardings would result in a public benefit, but this would be outweighed by the harm to designated and non-designated heritage assets. The Regulations require that decisions are made only in the interests of amenity and public safety. There would be conflict with development plan policies referred to by the Council which seek to protect visual amenity, but these have not been decisive in my determination.

Conclusion

11. The proposal would be detrimental to the visual amenity of the area and in respect to local heritage assets, contrary to aims in the statutory duties referred to in paragraph 5 above. The appeal should therefore be dismissed.

Rory MacLeod

INSPECTOR