

Appeal Decision

Site visit made on 1 March 2022 by C Glaister BSc (Hons)

Decision by K Taylor BSc (Hons) PGDip MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 March 2022

Appeal Ref: APP/N5660/Z/22/3290617

Advertising Right Flank Wall, 170 Wandsworth Road, London SW8 2LA

- 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 Ben Porte (of Clear Channel UK Ltd) against the decision of the London Borough of Lambeth.
 - The application Ref 21/03905/ADV, dated 6 October 2021, was refused by notice dated 2 December 2021.
 - The advertisement proposed is the replacement of an internally illuminated backlight 48-sheet advertisement with an internally illuminated digital 48-sheet advertisement.
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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.

Procedural Matter

3. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) require decisions to be made only in the interests of amenity and, where applicable, public safety. Subject to conditions, the proposal would not adversely affect public safety and the Council is satisfied that no harm would arise in this respect. A recommendation is therefore put forth with regard only to the visual amenity of the proposed advertisement, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

Main Issue

4. The main issue is the effect of the advertisement on the amenity of the area.

Reasons for the Recommendation

5. The advertisement would be located on the end of a mixed-use terrace and replace an existing non-digital internally illuminated advertisement. The existing advertisement was not displaying an image at the time of the site visit. Most other buildings in the vicinity are purely residential. The advertisement would be internally illuminated and feature a rotation of images.
6. The advertisement would, by virtue of its rotation of images, be visually intrusive. It would be prominently located and appear incongruous and harmful

amongst residential buildings and in an area in which advertisements of this kind are uncommon. Policy Q17 of the Lambeth Local Plan 2020-2035 (September 2021) (LLP) seeks, generally, to resist the renewal of advertisement consents for large panel advertising. The proposal would not align with the thrust of this objective and would nevertheless be independently harmful with consideration to its individual merits.

7. Whether or not the existing advertisement would be likely to remain, the proposed advertisement would still result in unacceptable harm due to its rotation of images and have a greater overall impact than the existing advertisement. Although the proposed advertisement would be slightly smaller and slimmer than the existing advertisement, this would be to a limited degree. Neither this nor the conditions suggested to mitigate the effect of the advertisement would be sufficient to overcome the harm identified. Advertisements in other areas away from the appeal site that have been identified by the appellant do not share the same immediate context and do not justify or mitigate the harm that would arise.
8. For these reasons, the proposed advertisement would harm visual amenity. Although not decisive, there would be conflict with Policy Q17 of the LLP.

Conclusion and Recommendation

9. For the reasons given above and having regard to all other matters raised, I recommend that the appeal is dismissed.

C Glaister

APPEAL PLANNING OFFICER

Inspector's Decision

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

K Taylor

INSPECTOR