The Planning Inspectorate

Appeal Decision

Site visit made on 18 July 2023

by J Wellstead BA(Hons) MA MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 21st August 2023

Appeal Ref: APP/X5210/Z/23/3318264
Railway Bridge Wall, Kentish Town Station, Kentish Town Road, Kentish Town, London NW5 2TG

- This 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 Ms Anna McAree (Network Rail Advertising) against the London Borough of Camden.
- The application Ref 2022/2954/A, dated 11 July 2022, was refused by notice dated 7 March 2023.
- The development proposed is a wall-mounted timber framed 4-sheet advertising board (non-illuminated) measuring 1.7 metres high x 6.2 metres wide for the display of 4-sheet size community advertising posters.

Decision

1. The appeal is dismissed.

Preliminary Matter

2. The advertising board has already been erected.

Main Issue

3. The main issue is the effect of the advertisement poster board on the visual amenity of the area.

Reasons

4. The appeal site is a boundary wall on a railway bridge near Kentish Town Station. It is located along a busy road opposite the Kentish Town Road Character Zone which forms part of the Kentish Town Conservation Area (CA).

5. This part of the CA is characterised predominantly by commercial premises. It contains buildings with historical significance, including The Assembly Public House and 1A Leverton Place, both Grade II listed.

6. The appeal scheme is a wall-mounted, non-illuminated timber poster board measuring 1.7m high by 6.2m wide. The structure fills almost the entire height of the wall on which it is mounted, with just a small inset from the top and bottom. This results in a structure which looks disproportionately large and out of scale for its setting. In addition, the position of the advertisement poster board on a long section of wall that is otherwise free of such uses results in the scheme being unduly prominent and incongruous.

7. Although other advertising structures have been referred to, some of these were not visible at the time of my site visit due to construction works hoarding across a large section of the bridge. Other commercial signage in the

immediate vicinity is predominantly limited to the projections, fascias and street furniture linked to the shopfronts that line the road in this area.

8. The appellant states that the poster board provides the opportunity for promoting community messaging and supporting local businesses. However, I note that in the evidence before me, and during my site visit, the advertising space was not being used for these purposes. I therefore afford this limited weight.

9. No substantive evidence has been provided that demonstrates that the existence of a poster board would reduce uncontrolled flyposting within the area. Even if I were to accept this argument, it would not overcome the harm identified above.

10. The low position of the advertisement poster board away from architectural features, the vibrant and busy location and the fact that it is not illuminated does not alter my conclusions on this issue.

11. I have taken into account Policies D1 and D4 of the Camden Local Plan 2017 (LP) and Policy D3 of the Kentish Town Neighbourhood Plan[1]. Together, these policies seek to ensure that advertisements preserve or enhance the character of their setting and host building, and that the unsightly proliferation of signage is resisted.

12. Given that I have concluded that the development would harm amenity, the proposal conflicts with these policies in relation to the effect on amenity.

Conclusion

13. Accordingly, I conclude that this appeal should be dismissed.

J Wellstead

INSPECTOR

[1] Kentish Town Neighbourhood Forum Neighbourhood Plan, Adopted by Camden Council September 2016.