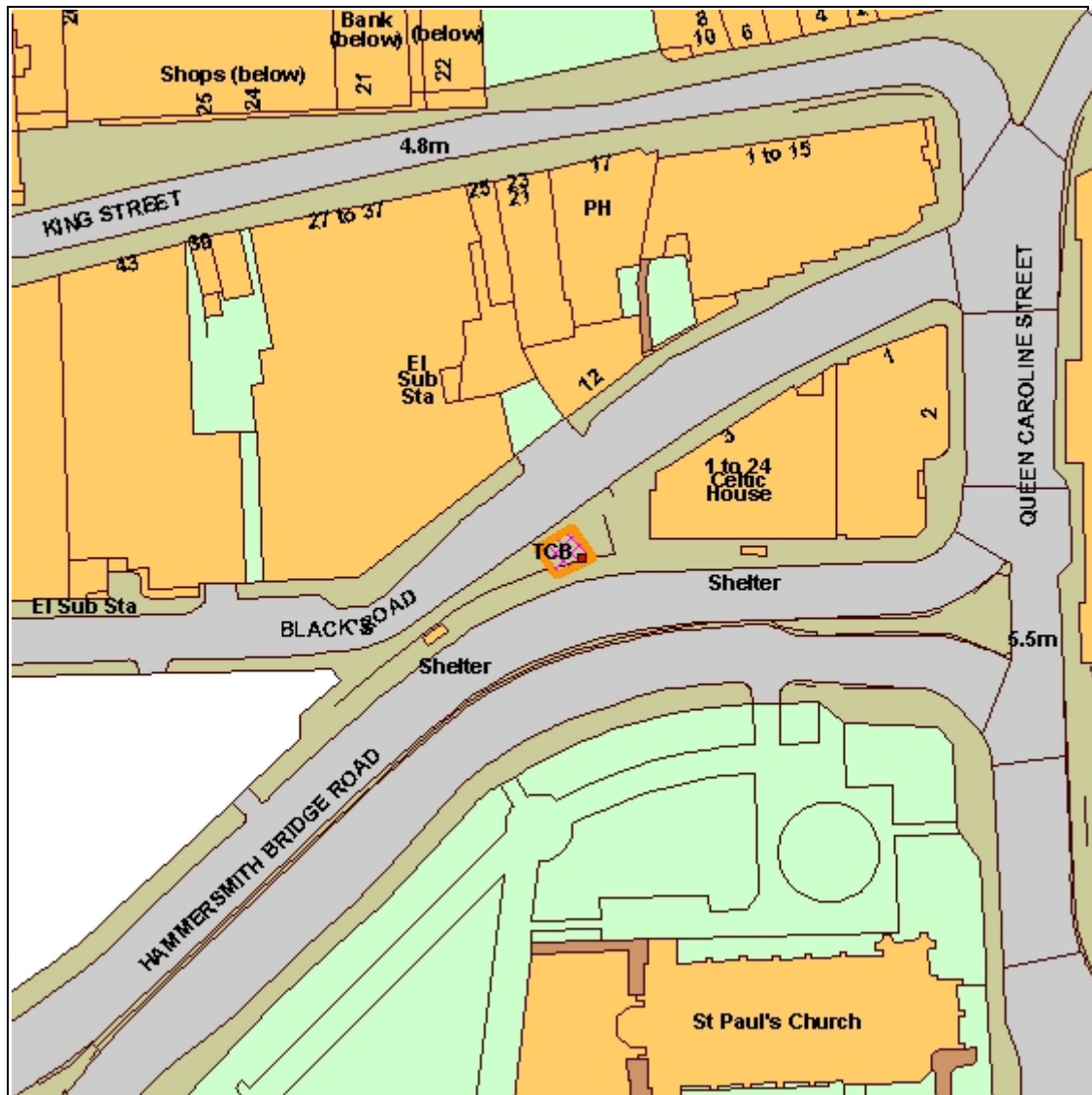


Ward: Hammersmith Broadway

Site Address:

Advertisement Hoarding Adjacent To 3 Black's Road London



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For identification purposes only - do not scale.

Reg. No:
2023/02419/ADV

Case Officer:
Anisa Aboud

Date Valid:
02.10.2023

Conservation Area:
Constraint Name: Hammersmith Broadway
Conservation Area - Number 22

Committee Date:
04.06.2024

Applicant:

London Lites Ltd
3 Bloomsbury Place London WC1A 2QA

Description:

Display of a free standing internally illuminated digital LED screen measuring 5m (height) x 3m (width) x 0.26m (depth) facing Hammersmith Bridge Road, positioned at a height of 3m above ground level.

Drg Nos: See Condition 2.

Application Type:

Display of Advertisements

Officer Recommendation:

(1) That the Committee resolve, that the Director of Planning and Property be authorised to grant advertisement consent subject to the conditions listed below.

(2) That the Committee resolve that the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

Conditions:

- 1) The period of this consent shall expire 5 years from the date of this notice.

Condition required to be imposed by the Town and Country Planning (Control of Advertisements) Regulations 1992.

- 2) The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

- LL008_REV_A, LL009_REV_A, LL010_REV_A,
- LL007_REV_B, LL005_REV_B, LL003_REV_B, Highway Safety Report dated 16 October 2023 rev 02 prepared by SLR (trading as Vectos (North) Limited).

To ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans.

- 3) The advertisement display hereby approved shall be displayed in accordance with the recommendations of the Institution of Lighting Professionals in the 'Guidance

Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

- 4) The advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

To ensure that the proposals would not have an unacceptable impact upon road safety and is in accordance with Local Plan (2018) Policies T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

- 5) The advertisements hereby approved shall not display sequential advertisements that change more frequently than every 10 seconds and the change between advertisements will take place over a period no greater than one second.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, and in the interest of highway safety and visual amenity and to preserve the character and appearance of the Conservation Area, in accordance with Policies DC8, DC9, CC12 and CC13 of the Local Plan (2018).

- 6) Any illumination shall not be intermittent and there shall be no changing light patterns.

An intermittent illumination would be unacceptable in the interests of public safety as it is likely to distract the attention of drivers of vehicles, in accordance with Policy DC9 of the Local Plan (2018).

- 7) Details (including physical samples and colours) of external metal cladding materials to the advertisement structure shall be submitted to and approved in writing by the Council prior to the display of the advertisement hereby approved. The development must be completed in accordance with the details as approved and it shall be permanently retained thereafter.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area in accordance with Policies DC8 and DC9 of the Local Plan (2018).

- 8) Details of tree protection measures and details of any required pruning works to the adjacent street tree (as shown on drawing LL003_REV_B) shall be submitted to and approved in writing by the Council prior to the installation of the advertisement hereby approved. The installation of the advertisement structure shall be carried in accordance with such details as have been approved.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area in accordance with Policies DC8, DC9 and OS5 of the Local Plan (2018).

Justification for Approving the Application:

- 1) The design, size, siting and method of illumination of the proposed advertisement is considered to be acceptable in visual amenity terms and would not have a detrimental effect on the residential amenities of the occupiers of neighbouring properties, or on highway safety. It is considered that the LED advertising panel would not harm the character or appearance of the Hammersmith Broadway Conservation Area or the settings of adjacent designated and non designated heritage assets. It is considered that the Highway Safety Report provides a robust assessment of the proposal. The proposed advertisement would therefore accord with Policies CC11, CC12, CC13, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7, SD6 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

**LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS**

All Background Papers held by Andrew Marshall (Ext: 4841):

Application form received: 18th September 2023
Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2023
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:
Transport For London - Land Use Planning Team

Dated:
01.12.23

Neighbour Comments:

Letters from:

Transport for London Spatial Planning 5 Endeavour Square
LONDON E20 1JN

Dated:

10.10.23

1.0 BACKGROUND

- 1.1 The application relates to part of the pavement on Black's Road in the Hammersmith Broadway Conservation Area. The site is located opposite the Grade II* listed St Paul's Church. The site is located within the setting of Bradmore House on the Centrewest site at the centre of Hammersmith gyratory, a Grade II listed building completely rebuilt behind a restored façade.
- 1.2 The site is located within the designated Hammersmith Town Centre boundary and the character of the area is mixed including offices, retail, residential and community uses. The site is located adjacent to a busy dual carriageway leading from the A4 Great West Road into the town centre and the context includes large commercial buildings.
- 1.3 The site was previously occupied by a 48 sheet landscape digital advert screen approved under 2008/00912/ADV. The screen was removed by the previous tenant in October 2021 and the site is currently vacant .
- 1.4 The site is also located within the Hammersmith Regeneration Area. Hammersmith Bridge Road is classified as a London Distributor Road.
- 1.5 The current application is for:
 - The display of a free standing internally illuminated digital LED screen measuring 5m (height) x 3m (width) x 0.26m (depth) on the south side of Black's Road, that will face in a southwest direction towards the Hammersmith Bridge Road eastbound carriageway, positioned at a height of 3m above ground level;
 - It would display static images, which would change at a minimum 10 second interval;

2.0 RELEVANT PLANNING HISTORY

- 2.1 An application was submitted in 2008 (2008/00912/ADV) for the Display of 1x48 sheet illuminated LED panel, erected on a tubular steel supporting structure.
- 2.2 The above application was approved by planning committee on 18.06.2008 and was displayed until October 2021 .

3.0 PUBLICITY AND CONSULTATIONS

- 3.1 The current application was publicised by means of a site notice and a press advertisement, together with letters of notification to neighbouring properties.

3.2 No representations were received.

4.0 PLANNING CONSIDERATIONS

4.1 The relevant considerations in this case, to be assessed against the policies in the National Planning Policy Framework [NPPF] (2023), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018), the Planning Guidance Supplementary Planning Document [SPD] (2018) and Advertisement Regulations are:

- Design and visual impact including impact on designated and non designated heritage assets;
- Highways/pedestrian safety;
- Other matters.

VISUAL AMENITY AND HERITAGE

4.2 Local Plan Policy DC1 requires all development within the borough to create a high-quality urban environment that respects and enhances its townscape context and heritage assets. Policy DC4 requires alterations to be compatible with the scale and character of existing development, their neighbours and setting. Local Plan Policy DC9 ensures a high standard of design of advertisements which are in keeping with the character of their location and do not have an unacceptable impact on public safety, the council will resist excessive or obtrusive advertising and illuminated signage.

4.3 SPD Key Principles TR28 and SDC1 outline that development including external lighting should control the potentially adverse impacts that it could cause. TR28 states, 'the council will normally refuse consent for any advertisements which would be displayed where public safety would be compromised.'

4.4 Key Principles AH1 and AH2 of the Planning Guidance SPD are also relevant. The relevant statutory duty is s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires special attention to be paid by the LPA to the desirability of preserving or enhancing the character or appearance of the Conservation Area. Furthermore, Paragraph 136 of the NPPF (2023) states that the quality and character of places can suffer when advertisements are poorly sited and designed....Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 199 of the NPPF (2023) requires great weight to be given to the conservation of designated heritage assets when considering the impact of any proposals on their significance.

4.5 Local Plan DC8 states that the council will conserve the significance of the Borough's historic environment by protecting, restoring, or enhancing its heritage assets, including the borough's conservation areas. Local Plan Policy DC9 seeks to ensure a high standard of design of advertisements which are in keeping with the character of their location and do not have an unacceptable impact on public safety, and states that the council will resist excessive or obtrusive advertising and

illuminated signage. It states that large adverts such as digital screens, will be acceptable where they are of an appropriate scale with their surroundings and where they do not have a detrimental impact on areas sensitive to the visual impact of hoardings such as conservation areas, listed buildings and other heritage assets, residential areas, open spaces or waterside land.

- 4.6 The proposal would introduce a single LED digital advert screen measuring 5m in height and 3m in width facing Hammersmith Bridge Road which would be displayed at a height of 3m above ground level.
- 4.7 The application relates to part of the pavement on Black's Road. Black's Road effectively forms a service road to rear of commercial buildings on King Street and these buildings present their rear elevations to the street. The site is set behind the retaining wall and railings to the dual carriageway on Hammersmith Bridge Road which forms a spur between the Hammersmith Flyover roundabout to the west of Hammersmith town centre and Hammersmith Gyratory.
- 4.8 The site is located in the Hammersmith Broadway Conservation Area. The site is located opposite the Grade II* listed St Paul's Church and there are various Grade II listed tombs in the churchyard. The site is located within the setting of Bradmore House on the Centrewest site at the centre of Hammersmith Gyratory, a Grade II listed building completely rebuilt behind a restored façade.
- 4.9 The site is located within the designated Hammersmith Town Centre boundary and the character of the area is mixed including offices, retail, residential and community uses. The context of the site is dominated by highway infrastructure and large commercial buildings. In addition two large advertisement structures are located within the designated open space of St Paul's Green within the setting of St Paul's Church on the opposite side of Hammersmith Bridge Road. These structures contain four internally illuminated digital LED advertisement screens at high level adjacent to Hammersmith Flyover, two facing westwards and two facing eastwards which are visible from a wide area, particularly at night.
- 4.10 The site was previously occupied by a 48 sheet landscape digital advert screen approved under 2008/00912/ADV. The screen was removed by the previous tenant and the site has been vacant since October 2021. Due to the period of vacancy any deemed consent rights for the display of advertisements on the site are considered to have expired.
- 4.11 The relevant considerations under the Advertisement Regulations are amenity and public safety.
- 4.12 Given the context of the site, which is dominated by highway infrastructure with heavy vehicular traffic approaching the town centre and seen against a backdrop of the rear of buildings on King Street and tall buildings within the town centre, it is considered that the proposed advertisement display would not cause harm to the townscape. The site does not form part of the significance of the Conservation Area, this part of the public realm having been formed by the construction of the dual carriageway spur in connection with the construction of the Hammersmith Flyover in the postwar period. The site is also severed from the adjacent listed buildings by the highway infrastructure and clearly forms a different part of the townscape with a different character and as such the proposed advertisement

display would not harm their setting.

- 4.13 The proposed advertisement display would be a portrait style internally illuminated digital LED screen supported on a single pole. The orientation of the screen would be different to that of the previous digital advertisement screen displayed on the site, being adjusted slightly to align to face the oncoming traffic on Hammersmith Bridge Road. The portrait display would have a significantly thinner frame than the previous digital advertisement screen displayed on the site and would appear as a slim structure in the streetscene. Views through to Black's Road would be available on either side of the structure from Hammersmith Bridge Road. The quality of the external metal cladding to the frame and support structure would be secured through a condition. The height, size and detailed design of the advertisement structure is considered acceptable in principle.
- 4.14 The site is located close to a street tree which may need to be protected during the installation of the advertisement structure and details of any tree pruning works required should be submitted to and approved in writing by the Council prior to the works commencing.
- 4.15 The Council has long term aspirations for public realm improvements in the town centre as set out in the consultation draft of the Hammersmith Town Centre SPD. The grant of Advertisement Consent is not considered to prejudice the Council's ability to deliver such improvements in the longer term.
- 4.16 The proposed advertisement display would not result in harm to visual amenity. The character and appearance of the Conservation Area would not be harmed in accordance with s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The settings of the adjacent listed buildings would not be harmed. The proposals would be in accordance with Local Plan Policies DC1, DC8 and DC9 and Planning Guidance SPD Key Principles AH1 and AH2.

HIGHWAYS/PEDESTRIAN SAFETY

- 4.17 Local Plan Policies T1 and T6 state that development will not be permitted if it would prejudice the effectiveness of roads to distribute traffic. Key Principle TR28 Advertisements and Transport of the Planning Guidance SPD requires consideration of public safety, with refusal of applications (including free standing hoardings at important road junctions) where public safety is compromised.
- 4.18 The site of the proposed LED panel is located adjacent to Hammersmith Bridge Road which forms part of the Strategic Road Network (SRN). Hammersmith Bridge Road is identified in Policy T6 as a London distributor road with the policy stating that it should not prejudice the effectiveness to provide links to the strategic route network, provide access to and between town centres, and distribute traffic to and around, but not within, local areas.
- 4.19 The proposed LED panel would also be located approximately 30m from bus stop T Hammersmith Bridge Road which serves routes 533 and 72. Any highway works involved with the replacement and installation of the LED panel should not encroach on the space needed for passengers to board and alight buses. Transport for London have provided comments on the proposal and raise no

objections in principle subject to safeguarding conditions (conditions 3-6).

- 4.20 The applicants have submitted an independent Road Safety Assessment that reviews the highway safety implications of the proposed digital advertising board, including a site assessment and relevant accident data. This assessment (Ref. VN232815, Revision 02, dated 16 October 2023) prepared by 'Vectos' as part of this advertisement application, concludes that "there is a 'directional informatory sign' located to the nearside of the carriageway approximately 17m to the west of the proposal site, and so drivers will have the opportunity to assimilate both sets of information in sequence. There are also 'traffic signals ahead' and a 'one-way left traffic sign' attached to the lighting column that is adjacent to the advertising display to the right of it, and therefore these traffic signs could be processed in the same view by the driver on the approach to the proposal site. In addition, the angle of the proposed digital advertising display has been amended to be more perpendicular towards Hammersmith Bridge Road, so that it does not sit directly behind the directional informatory sign. It is therefore considered that the proposed digital advertising display does not conflict with traffic signage on this approach."
- 4.21 The Council's Highways Officer has reviewed this document, noting that the submitted highway safety report provides a robust assessment of the proposal and that the overall impact upon road and pedestrian safety is acceptable.
- 4.22 The illuminance levels will be a maximum of 300 candelas/m² to be controlled by condition 4 thereby ensuring that there is no distraction arising because of the brightness of the sign.
- 4.23 The condition requiring luminance levels to be consistent with levels recommended by the Institution of Lighting Professionals in the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements' will mitigate against levels posing harm to highway safety. Resultantly, the proposal is not considered to have an unacceptable impact upon road safety and is in line with Local Plan (2018) Policies T1, T6 and DC9 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

OTHER MATTERS

Residential amenity

- 4.24 SPD Key Principle TR28 outlines that developments including external lighting should control the potentially adverse impacts that it could cause.
- 4.25 Local Plan (2018) Policy CC12 relates to the detrimental impact that developments can have on residential amenity as a result of light pollution. Policy CC11 of the Local Plan (2018) states that noise-generating development will not be permitted if it would be liable to materially increase the noise experienced by the occupants of existing noise-sensitive uses in the vicinity. Policy CC13 (Control of Potentially Polluting Uses) states that the Council will, where appropriate, require mitigation measures if a nuisance (such as smoke, smell, or noise) would be likely to occur. With specific reference to outdoor uses, Key Principle NN5 states that outdoor uses need to be assessed with regard to frequency and times of use, and the noise level likely to be emitted from activities.

- 4.26 The advertisement would be a LED digital internally illuminated panel displayed in accordance with best practice as set out in the Institute of Lighting Professionals (ILP) Technical Note 5. There will be no moving images, which will minimize contrasting changes in light or illumination.
- 4.27 The illumination will adjust (automatically by sensor) to reflect light, seasonal and weather conditions. Subject to Condition 3, luminance levels will comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. Condition 04 will ensure that the brightness levels will be in compliance with the recommendations of the Institute of Lighting Professionals in the Professional Lighting Guide No5, 204 - Brightness of Illuminated Advertisements.
- 4.28 In this instance, the site is located on land to the side of Hammersmith Bridge Road, which is an area largely characterised by commercial development. The structure would be free standing and not attached to any existing building. The site is located near to the western end of Hammersmith Broadway Town Centre. The panel would not be visible from any residential properties. The development would be conditioned to ensure that the adverts would face towards the highway and that they shall not be allowed rotate or move in any way or form and that none of the content of the advertising media shall move or flash on a pavement adjacent to island located adjacent to a parade of shops, offices and residential units within Hammersmith Town Centre.
- 4.29 The nearest residential properties are located above the Irish Cultural Centre approximately 15m to the east on Hammersmith Bridge Road. These properties will be relatively unaffected by the proposal both due to the orientation of the sign and the configuration of the building itself (to the rear of the proposed sign). The luminance of the advertisement would be limited to 300 cd/sqm, which would be in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 on roadside advertisements. Furthermore, the applicants have confirmed that the displays are adjustable to 1% of their maximum brightness meaning that were any concerns over lighting raised, they could be addressed quickly and remotely through an adjustment to the brightness level.
- 4.30 Overall, it is considered that the degree of illumination and any resulting light pollution is not sufficient to warrant refusal of the application. It is considered that the LED advertisement screen would not cause excessive harm to the amenities of neighbouring residents. The proposals accord with Policy CC12 of the Local Plan 2018, subject to the proposed conditions.

5.0 CONCLUSION

5.1 The design, size, siting and method of illumination of the proposed advertisement is considered to be acceptable in visual amenity terms and would not have a detrimental effect on the residential amenities of the occupiers of neighbouring properties, or on highway safety. It is considered that the LED advertising panel would not harm the character or appearance of the Hammersmith Broadway Conservation Area or the settings of adjacent designated and non designated heritage assets. It is considered that the Highway Safety

Report provides a robust assessment of the proposal. The proposed advertisement would therefore accord with Policies CC11, CC12, CC13, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7, SD6 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

6.0 RECOMMENDATION

6.1 Therefore, officers support the proposals in line with the recommendations at the start of the report.