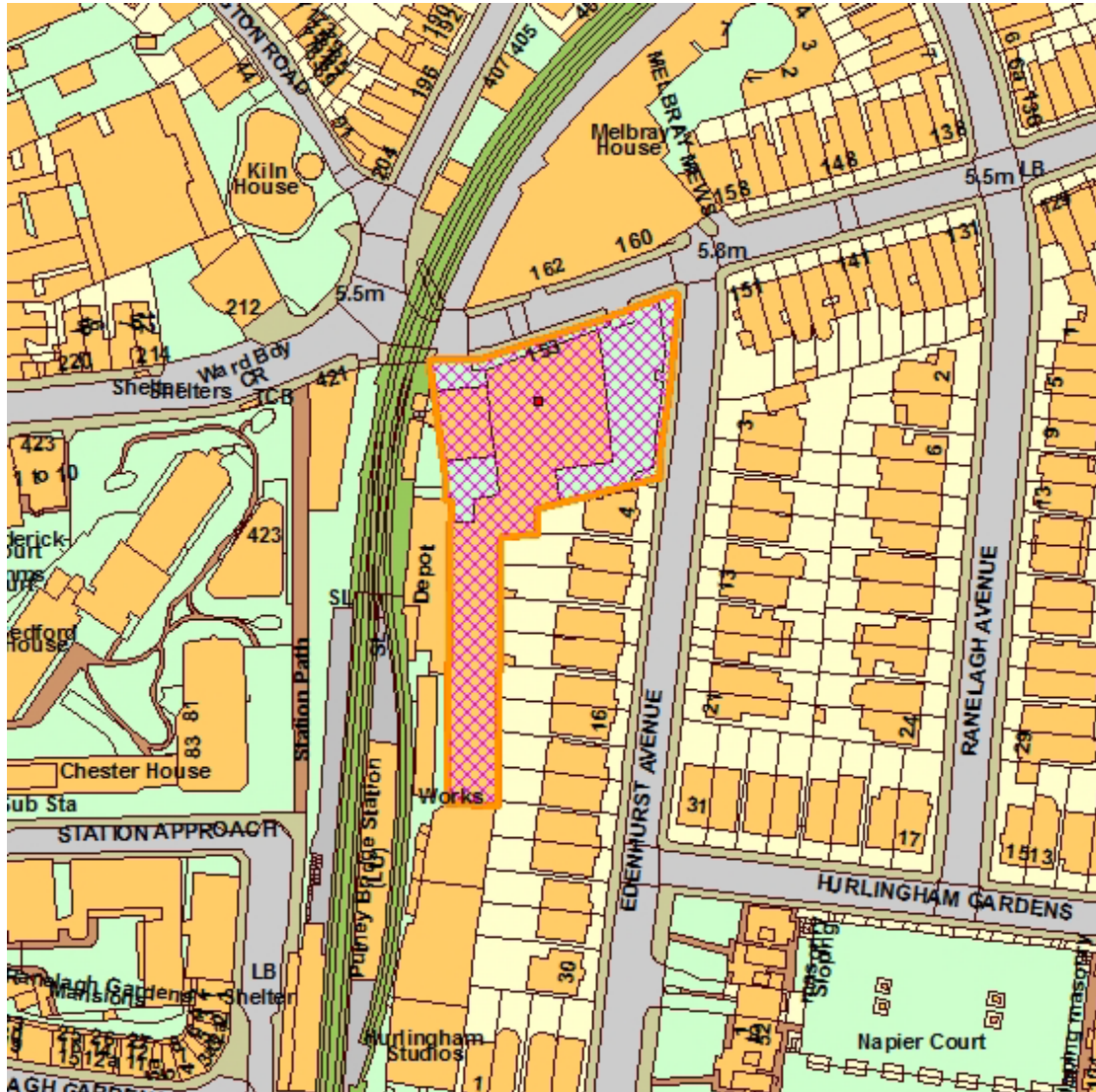


Ward: Palace And Hurlingham

Site Address:

153 Hurlingham Road London SW6 3NN



© Crown Copyright. All Rights Reserved. London Borough Hammersmith and Fulham LA100019223 (2013).

For identification purposes only - do not scale.

Reg. No:

2024/01050/ADV

Case Officer:

Robert Cook

Date Valid:

08.05.2024

Conservation Area:

Committee Date:

17.09.2024

Applicant:

Mr Richard Beim

Viewranks Limited, Unit 7, The Old Power Station, 121 Mortlake High Street,
London, SW14 8N

Description:

Display of 1no halo illuminated fascia lettering sign and 1no externally illuminated logo sign to northern elevation of the building, 1no non-illuminated fascia lettering sign to eastern elevation of the building, 1no externally illuminated fascia lettering sign and 1no externally illuminated logo sign to western elevation of the building, to replace all existing signs.

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 2007.

2. The development hereby permitted shall be carried out in complete accordance with the following approved drawing numbers, other than where those details are altered pursuant to the conditions of this planning permission:

0351;

0370;

0371;

Method Statement (dated 18.07.24).

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

3. The illumination of the signs/advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

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 illuminated adverts and signage hereby permitted (ref. ST01b, ST.04 & ST.02 as shown on drawing nos. 0370 & 0371) shall only be illuminated between the following hours:

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)

07:30 to 20:00 (Thursday)

08:00 to 18:00 (Saturday)

10:00 to 16:00 (Sunday and Bank Holidays).

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).

5. The advert to the eastern elevation (ref. ST.01a as shown drawing no. 0370) shall not be illuminated.

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).

6. The development shall be carried out and completed in accordance with the details contained within the approved Method Statement (dated 18.07.24).

To ensure that the development does not impact on existing London Underground transport infrastructure, in accordance with London Plan policy T3 and 'Land for Industry and Transport' Supplementary Planning Guidance 2012.

Justification for Approving the Application:

1. The proposal would result in acceptable signage, which would be in keeping with, and would not harm the character and appearance of the surrounding area (including designated heritage assets). There would be no significant harm to visual amenity, residential amenity or highway safety and the proposal would be in accordance with Policies DC1, DC8, DC9, T1 and CC12 of the Local Plan (2018) and Key Principles 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: 4th May 2024
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:	Dated:
London Underground	21.05.2024
London Underground	11.07.2024
Environmental Protection	22.05.2024
Ecology	29.08.2024

Neighbour Comments:

Letters from:	Dated:
1 Edenhurst Avenue London SW6 3PD	03.06.2024
3 Edenhurst Avenue London SW6 3PD	20.05.2024
3 Edenhurst Avenue London SW6 3PD	20.05.2024
6 Edenhurst Avenue London SW6 3PB	20.05.2024
7 Edenhurst Avenue London SW6 3PD	28.05.2024
14 Edenhurst Avenue London SW6 3PB	02.06.2024
17 Edenhurst Avenue London SW6 3PD	28.05.2024
18 Edenhurst Avenue London SW6 3PB	28.05.2024
19 Edenhurst Avenue London SW6 3PD	28.05.2024
2 Ranelagh Avenue London SW6 3PJ	28.05.2024
6, Ranelagh Avenue London SW6 3PJ	21.05.2024
6, Ranelagh Avenue London SW6 3PJ	21.05.2024
8 Ranelagh Avenue London SW6 3PJ	28.05.2024
4 Ranelagh Gardens London SW6 3PA	28.05.2024
Napier Lodge 1A Napier Avenue London SW6 3PS	28.05.2024
5 Napier Avenue London SW6 3PS	28.05.2024
11 Napier Avenue London SW6 3PS	20.05.2024
13 Napier Avenue London SW6 3PS	28.05.2024
26 Napier Avenue London SW6 3PT	28.05.2024
35 Napier Avenue London SW6 3PS	28.05.2024
1 Hurlingham Gardens London SW6 3PL	29.05.2024
3 Hurlingham Gardens London SW6 3PL	28.05.2024

1.0 BACKGROUND

- 1.1 This application relates to a site on the southern side of Hurlingham Road, bounded by Edenhurst Avenue to the east and the District Line viaduct to the west. It covers an area of 0.12ha, housing two primary buildings with car parking to the eastern side. The site is not located within a Conservation Area, however it is surrounded by the Hurlingham Conservation Area to the north, east and south, and is located opposite a Building of Merit to the north.
- 1.2 Permission was granted in December 2023 for the change of use of the building from a retail warehouse (Class E) to self-storage (Class B8) (2023/02905/FUL). The proposed advertisements are associated with this change of use.

Relevant planning history:

- 1.3 The relevant history includes the following:

2004/01101/ADV: Display of one halo-illuminated fascia sign on the Hurlingham Road elevation; display of one internally illuminated sign (letters only illuminated) on the Hurlingham Road elevation on existing steel canopy; display of one externally illuminated signs above the trade entrance; display one non-illuminated canopy sign and one non illuminated sign over proposed customer entrance on the Edenhurst Avenue/car park elevation; display of two illuminated poster box signs on the Edenhurst Avenue elevation by proposed customer entrance (amendments to previous advertisement consent application 2003/01376/ADV dated 8 July 2003). (Approved).

2023/02905/FUL- Change of use of the existing building from retail warehouse (Class E) into storage use (Class B8) with associated cycle parking. (Approved).

2024/00516/FUL- External alterations to facade of existing building including cladding, rendering and associated decoration works. (Approved).

2024/00847/FUL- Installation of new sliding vehicular entrance gates and pedestrian entrance gates to replace the existing gates, and alterations to boundary treatments facing Northern elevation of the site. (Approved).

2024/01463/DET- Submission of details of Delivery and Servicing Plan pursuant to condition 4; Car Park Management Plan pursuant to condition 5; the installation/commissioning of a minimum of two active electric vehicle charging points (minimum 7 kW) for car parking spaces including location and type pursuant to condition 6; cycle storage pursuant to condition 7; Secured By Design Strategy, including details of CCTV and lighting schemes pursuant to condition 9; External artificial lighting pursuant to condition 10 of planning permission ref: 2023/02905/FUL granted 8th December 2023. (Pending).

Proposal:

1.4 The current advertisement application proposes the display of 5no signs to the north, east and west elevations of the building, consisting of the following:

- 1no halo illuminated fascia lettering sign (north). Individually backlit text. Text approx. 450mm tall, overall 3m wide and 2m tall.
- 1no externally illuminated logo sign (north). Top-lit, 2m x 2m.
- 1no non-illuminated fascia lettering sign (east). Text approx. 450mm tall, overall 3m wide and 2m tall.
- 1no externally illuminated logo sign (west). Top lit, 2m tall, 1.4m wide.
- 1no externally illuminated fascia lettering sign (west). Lit from above by lighting to the underside of the cladding. Text 450mm tall, sign 3.3m wide.

2.0 PUBLICITY AND CONSULTATION

2.1 The application has been publicised by means of statutory site notices and press notices. In addition, letters have been sent to 51 neighbouring properties to notify of the proposals. 22 objections were subsequently received, from 20 different properties, and the concerns raised can be summarised as follows:

- Light pollution from illumination- need for controls on hours.
- Impact of the illumination on the character and appearance of the predominantly residential area and Conservation Area.
- Loss of natural light to neighbouring properties.
- Impact on highway safety.
- Impact on wildlife and biodiversity (birds, bats and owls)
- Unnecessary energy use
- Existing lighting.

2.2 Amendments were subsequently made during the course of the application to omit any illumination of the proposed fascia lettering sign to the eastern elevation facing the residential properties on Edenhurst Avenue, and to confirm time restrictions to the illumination of the other signage.

2.3 Following the subsequent re-notification and consultation, 6 objections were withdrawn, leaving 16 outstanding objections from 15 different properties.

2.4 The impact on the Conservation Area, general character of the area, residential amenity, highway safety, biodiversity and energy use are assessed below within the relevant sections of this report.

2.5 Comments were also raised regarding light pollution from separate lighting and floodlights. This does not relate to the proposed advertisements and is therefore not assessed as part of these proposals.

3.0 PLANNING CONSIDERATIONS

- 3.1. The relevant considerations in this case, are 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. In particular:
- Design and visual impact including impact on heritage assets;
 - Impact on neighbouring amenity;
 - Highway/public safety
 - Biodiversity.

Visual Amenity (Design and heritage)

- 3.2. 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 the conservation area within which the land is situated. The site is not located within a Conservation Area, however it is surrounded by the Hurlingham Conservation Area to the north, east and south, and is located opposite a Building of Merit to the north.
- 3.3. Paragraph 141 of the National Planning Policy Framework (NPPF, 2023) states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 205 of the NPPF requires great weight to be given to the conservation of designated heritage assets when considering the impact of any proposals on their significance.
- 3.4. Accordingly, Policy D8 of the London Plan (2021), Policies CC12, DC8, DC9 and T1 of the Local Plan 2018 and Key Principles AH1, AH2, BM2 and CAG3 of the Planning Guidance Supplementary Planning Document (SPD) 2018 are relevant considerations to the determination of this application.
- 3.5. Amongst other things, sub-paragraph B of London Plan Policy D8 states that proposals should seek to ensure the public realm is well-designed, attractive, related to the local and historic context. Specifically, 'lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution'.
- 3.6. Policy CC12 of the Local Plan requires advertisements to be appropriate for their intended use, utilise the minimum amount of light necessary to achieve its purpose, be energy efficient and provide adequate protection from glare and light spill.

- 3.7. Local Plan Policy 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.
- 3.8 Local Plan Policy DC9 ensures that 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 which adversely affect the character or public safety. 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.
- 3.9 SPD Key Principle CAG3 states that proposals should not have a harmful impact upon the character and appearance of Conservation Areas. Key Principle AH2 supports the protection of heritage assets. SPD Key principles TR28 and SDC1 outline that developments including external lighting should control the potentially adverse impacts that it could cause.
- 3.10 The proposed advertisements would be sited to the north, east and west elevations, in part replacing existing signage, and would be visible from the public highway of Hurlingham Road and Edenhurst Avenue. The signage to the north and west elevations would be illuminated during the hours of operation, with materials and colours to complement the 'deep green' cladding approved under permission ref. 2024/00516/FUL.
- 3.11 The design, scale and appearance of the proposed signage are considered to be acceptable and appropriate for the building to which they relate, and would not result in a significant visual impact beyond the existing situation. The signage would not be of sufficient scale or number as to appear unduly dominant or result in visual clutter, particularly as it would partly replace existing signage of a similar scale and siting.
- 3.12 The Council's Urban Design and Heritage team have reviewed the proposals and raised no objections, however did raise concerns regarding the permanent internal illumination due to the scale of the signs, position at upper level of the building, high visibility and proximity to a residential street.
- 3.13 These concerns regarding the extent and duration of illumination, and those raised by residents, were noted and amendments were submitted during the course of the application to omit illumination to one sign, and to agree restrictions of the hours of illumination to the following hours of operation approved under the initial change of use permission (2023/02905/FUL):

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)

07:30 to 20:00 (Thursday)

08:00 to 18:00 (Saturday)

10:00 to 16:00 (Sunday and Bank Holidays).

- 3.14 The illumination levels would also be controlled by condition so would fall within acceptable levels.
- 3.15 Officers consider that these changes and conditions would provide sufficient mitigation of the impact of the illumination on the character of the area, and it is therefore considered that the proposed signage would not harm the character, appearance or setting of the building, street scene or nearby heritage assets. On this basis the proposals would be acceptable with regards to s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, Policies DC8 and DC9 of the Local Plan.
- 3.16 It's also acknowledged that this area of the Conservation Area is likely to be impacted in future by the development of the land to the north at 160 – 164 Hurlingham Road (2023/00349/FUL). This will further reduce the likely character impacts of these proposals.

Neighbouring Amenity

- 3.17 Local Plan Policy HO11 seeks to ensure that all development respects the principles of good neighbourliness. CC12 relates to the detrimental impact that developments can have on residential amenity as a result of light pollution. CC13 relates to the control of potentially polluting uses including noise impacts and seeks to ensure any such impacts are suitably mitigated.
- 3.18 The proposed signage would be sited on the north, east and west elevations, and the signage to the north and west elevations is proposed to be illuminated.
- 3.19 The neighbour objections received relate predominantly to the proposed illumination of the signage and potential light pollution. Initially all signage was proposed to be illuminated. However, as outlined above, in response to the objections, amendments were submitted during the course of the application to omit the illumination of the eastern facing sign, the only sign directly facing residential properties, and to confirm agreement to restrict the hours of illumination to the following hours of operation approved under the initial change of use permission (2023/02905/FUL):

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)
07:30 to 20:00 (Thursday)
08:00 to 18:00 (Saturday)
10:00 to 16:00 (Sunday and Bank Holidays).

- 3.20 The Council's Environmental Protection team have reviewed the proposals and raised no objection subject to the inclusion of the following condition:

'The illumination of the sign(s)/advertisement(s) shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

Reason: 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'.

- 3.21 It is therefore considered that, as the illuminated signage would not directly face residential properties, and the hours and levels of illumination would be controlled through conditions, the proposals would be acceptable with regard to illumination and would not result in unacceptable light pollution or harm to the residential amenity of neighbouring properties.
- 3.22 Given the nature, scale and siting of the signage, it would have no impact on natural light or outlook to neighbouring properties.
- 3.23 Overall, the proposed advertisement would be acceptable in respect of residential amenity for neighbouring occupiers in accordance with Local Plan Policies HO11, CC12, CC13.

Highways and Transport

- 3.24 Local Plan Policy T6 states that development will not be permitted it would prejudice the effectiveness of roads to distribute traffic. In support of this, SPD Key Principle TR28 (Advertisements and Transport) requires the consideration of public safety and the refusal of applications where public safety is compromised.
- 3.25 The proposed advertisements would be sited to the north, east and west elevations, visible from the public highway of Hurlingham Road and Edenhurst Avenue.
- 3.26 No comments were received from the Council's Highways team regarding the proposal. However, given that the advert would be located in an area where traffic speeds are relatively low, it is considered that it would not result in a significant impact upon highway safety.
- 3.27 London Underground have reviewed the proposals due to the proximity of the application site and signage to the District Line viaduct to the west. An installation method statement was submitted during the course of the application at their request and London Underground have raised no objection on this basis, subject to a condition requiring works are carried out in accordance with these details.

- 3.28 It is therefore considered that the proposals would not adversely impact the safety of motorists and road users, or nearby transport infrastructure. In this respect the proposals would comply with policies T6 and DC9 of the Local Plan (2018) and Key Principle TR28 of the Planning Guidance SPD (2018).

Ecology

- 3.29 An objection has raised concerns that the illumination of the proposed signage would harm the ecology and biodiversity of the site and area. The Council's Ecology Officer has reviewed the proposals and raised no objection. While there is a possibility that bats and birds could roost in the trees to the eastern boundary of the site, the site is otherwise of relatively low ecological value. Furthermore, following amendments, no illumination is proposed to the eastern elevation of the building as part of this application. As such, the Ecology Officer concluded that the lack of illumination towards the tree line, in addition to the conditions to restrict the level and hours of illumination would prevent a significant ecological impact.

Energy

- 3.30 An objection has raised concerns that the illumination of the proposed signage during daylight hours is unnecessary and a waste of energy. As the proposals do not constitute major development, a full energy assessment is not required. However, it has been confirmed that illumination would be from low voltage LED signage, ranging from 12v to 24v, which would be on timers to accord with the outlined hours of illumination. The level of illumination would also be controlled by condition. Further control over energy use is not considered to be reasonable in this case.

4.0 RECOMMENDATION

- 4.1 Grant advertisement consent subject to conditions.