

CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 7 June 2016	Classification For General Release	
Report of Director of Planning		Ward(s) involved Little Venice	
Subject of Report	Marylebone Flyover, London, W2		
Proposal	Removal of existing internally illuminated 6m x 3m advertising display (landscape format), to be replaced with an internally illuminated digital advertising unit (portrait format) 7.5m x 5m.		
Agent	Mr Thomas Johnston		
On behalf of	JCDecaux UK Ltd		
Registered Number	16/02445/ADV	Date amended/ completed	18 March 2016
Date Application Received	18 March 2016		
Historic Building Grade	Unlisted		
Conservation Area			

1. RECOMMENDATION

Refuse advertisement consent – harmful to amenity

2. SUMMARY

The application site lies adjacent to the Marylebone Road at the point where it becomes the Westway and at the eastern end of the flyover. The site is on land owned by Transport for London and is at the rear of Edgware Road Underground Station (Metropolitan, District and Circle Line). The site lies outside a conservation area and there are no listed buildings in the immediate vicinity. The local environment could be described as harsh and has poor townscape qualities.

There are two advertisement hoardings already on the site: one at the western end which measures 12m x 2.5m and one at the eastern end which measures 6m x 3m. Both hoardings are internally illuminated and the base of both adverts is 2.8m above the footway. Consent was granted for advertisement hoardings on this site in 1987 and advertisement hoardings have been in this location since that time. This application only relates to the replacement of the eastern advertisement.

A replacement advertisement for this eastern part of the site was granted consent in January 2016. This new sign has not been installed but was the same size as the existing sign (6m x 3m) and was also in a landscape format. The differences between the approved sign and the existing sign were that it was positioned 700mm higher and was a digital screen. Several conditions were imposed on this consent including restrictions on the intensity of illumination, no moving images, sequential change

between advertisements shall be no more than one every 10 seconds.

This current application is for a digital screen measuring 7.5m x 5m which would be in a portrait format. As a result the highest part of the advertisement would be 11.1m above the ground, as opposed to 6.4m for the current sign and 7.1m for the approved sign. Thus the new sign would have a larger digital screen and would be noticeably higher than the current advertisements on the site.

The section of the road onto which the sign faces forms part of the Transport for London's Road Network. The consultation response received from TfL has confirmed that they have no objection to the principle of a replacement advertisement screen in this location, but they have requested that a number of conditions are imposed. These are similar to those imposed on the January 2106 consent.

While the principle of advertising on this site has been accepted and the January 2016 consent has indicated an acceptance of new technology, there is concern that the size and proportions of the new sign will have an adverse impact upon amenity.

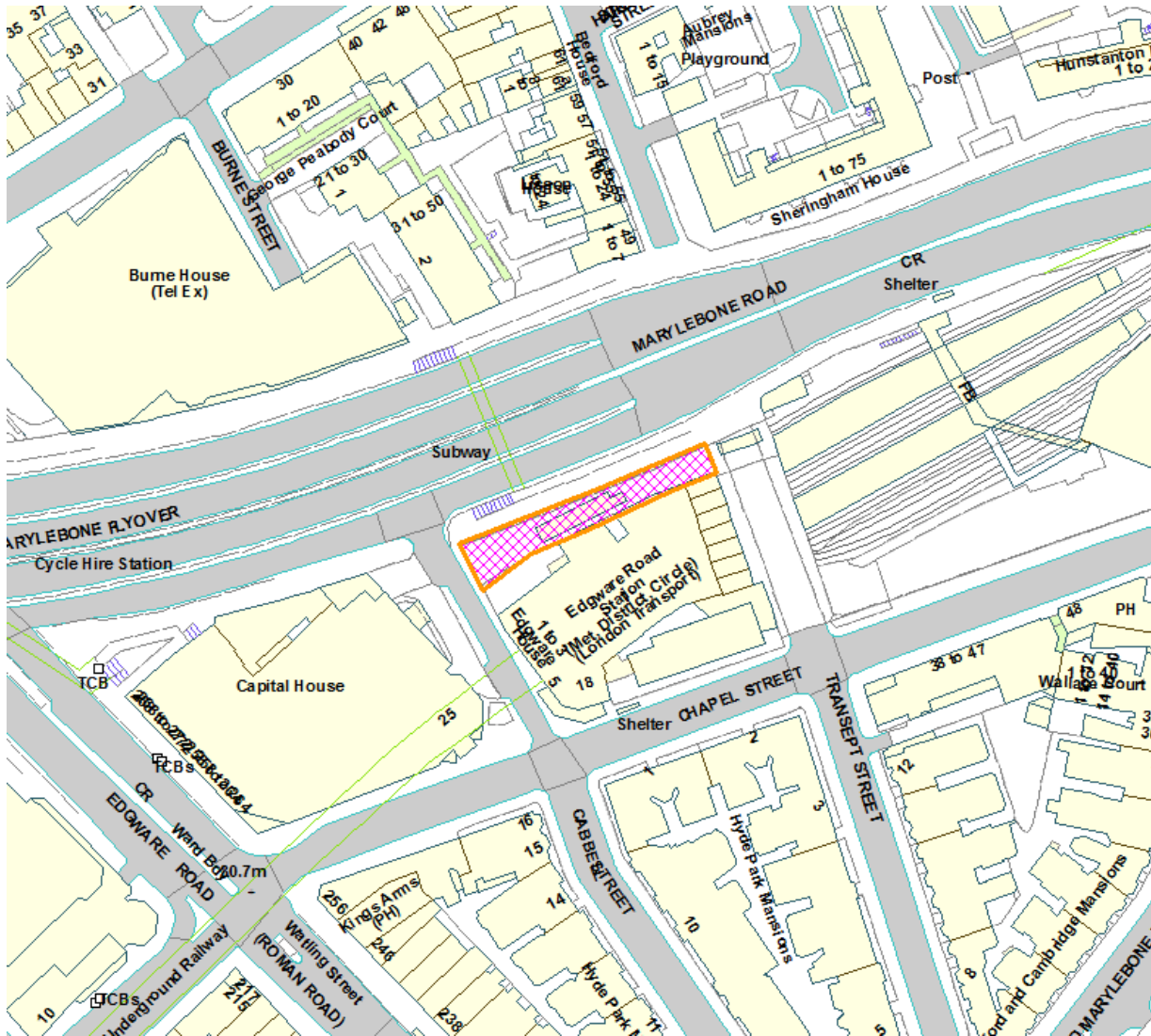
Policy DES 8 of the UDP is the main policy relating to advertisements and this indicates that consent will be granted for signs that are well designed and sensitively located within the street scene, but also indicates that consent will not be granted for high level signs.

In this case, the existing and approved landscape signs have as their backdrop the buildings to the south, namely the buildings on the south side of Chapel Street and also Capital House to the west and Griffith House to the east. This results in the signs sitting below these background buildings in most of the main views of the signs. By raising the height and changing the proportions of the sign, the proposed new sign will more prominently break above this backdrop and mean that the sign will become far more obtrusive and discordant within the townscape. This is considered to have an adverse impact upon amenity and is considered contrary to DES 8.

On the basis of the imposition of certain conditions Transport for London have raised no objection in principle to the advertisement and as such it is considered that the proposal would not raise public safety issues.

It is therefore recommended that consent is refused because the height and size of the advertisement would have a harmful impact upon amenity.

3. LOCATION PLAN

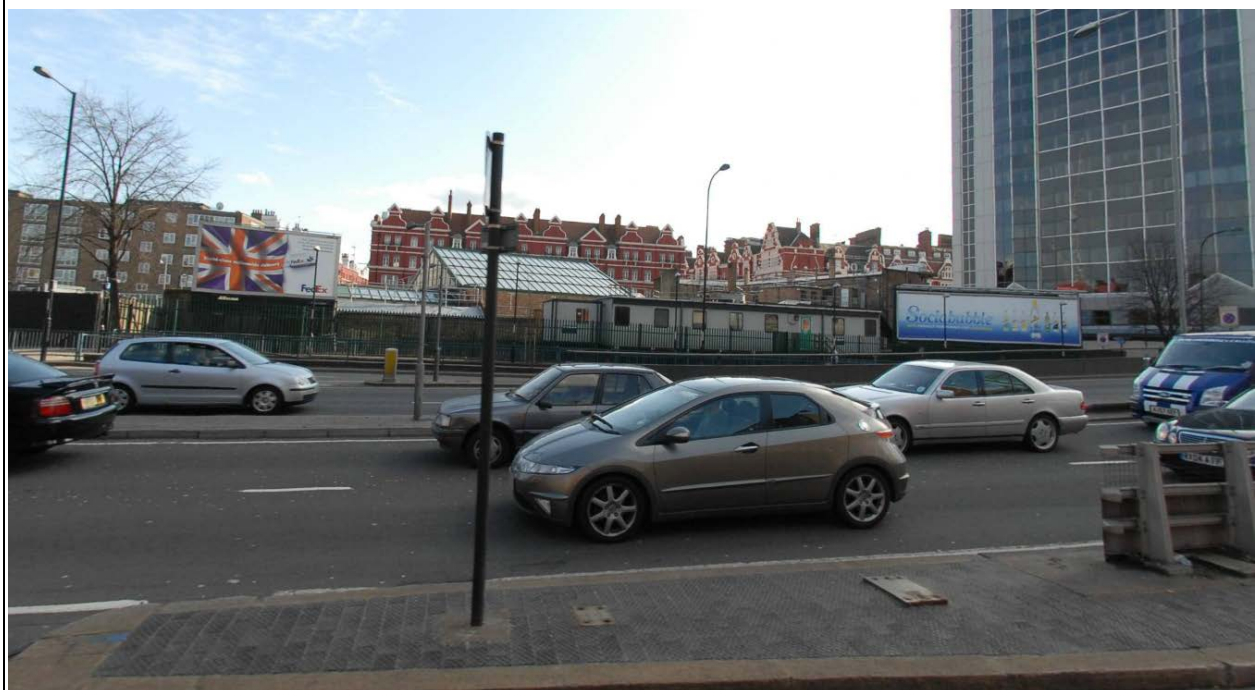


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4. PHOTOGRAPHS



Photo above is close up of existing sign viewed from south side of Marylebone Road; photo below is from north side of road. The site of the proposed sign is where the existing sign on the left of picture is located.



5. CONSULTATIONS

Highways Planning Manager:
Any response to be reported verbally.

Transport For London:
No objection in principle, subject to imposition of various conditions.

Paddington Waterways & Maida Vale Society:
No objection.

The St Marylebone Society:
Object to principle of advertisement displays especially illuminated ones facing onto the Westway. If to be accepted the advertisements should not be moving or flash and the brightness should be limited.

6. RELEVANT PLANNING HISTORY

86/05002/ADV

ERECTION OF TWO 96 SHEET ULTRAVISION DISPLAY UNITS
Grant consent 4 March 1987

15/10677/ADV

Replacement of existing internally illuminated 6mx3m advertising display with an internally illuminated digital advertising unit.
Grant consent 26 January 2016

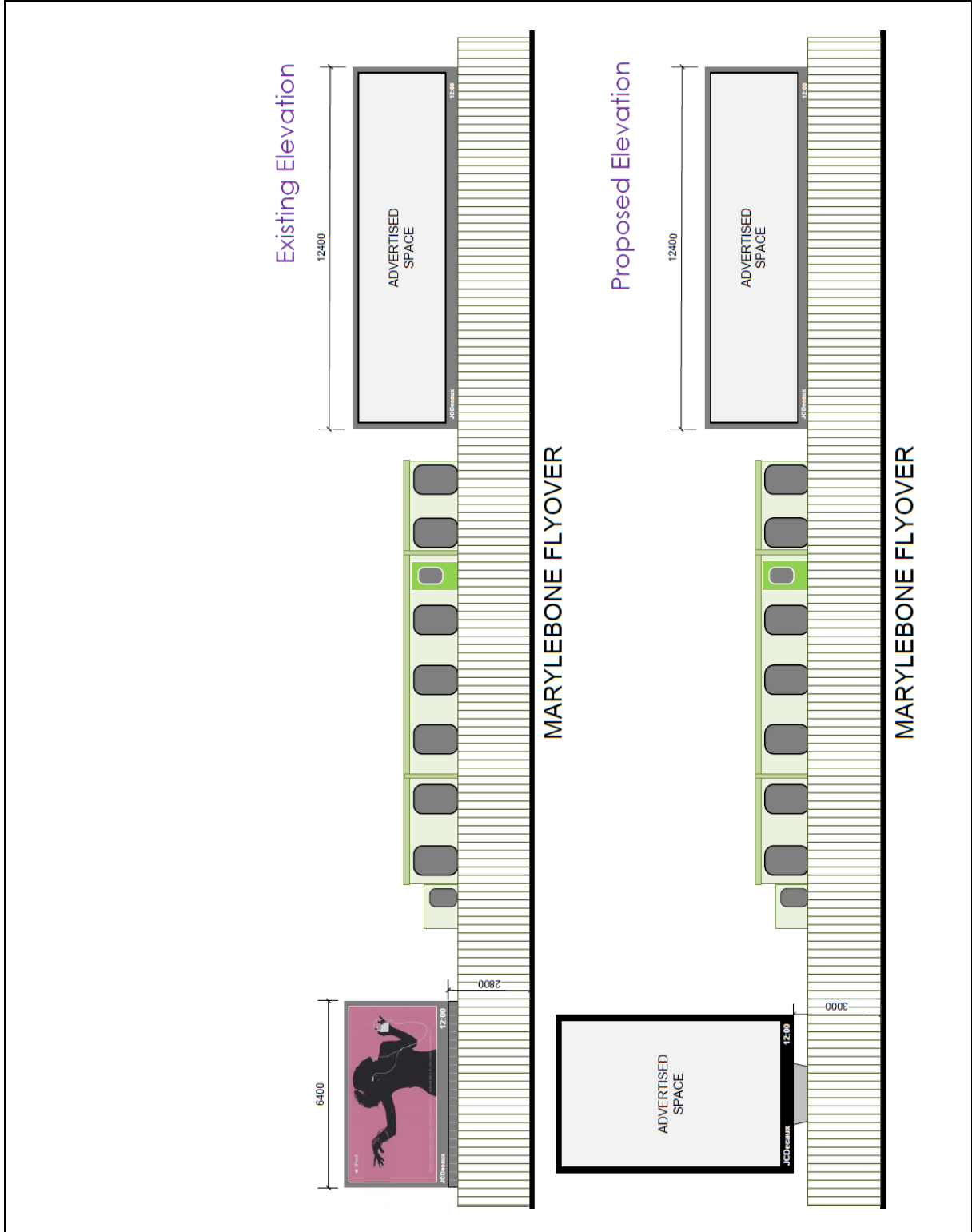
7. BACKGROUND PAPERS

1. Application form
2. Response from Transport For London - Borough Planning, dated 1 April 2016
3. Response from The St Marylebone Society, dated 12 April 2016
4. Response from Paddington Waterways & Maida Vale Society, dated 14 April 2016

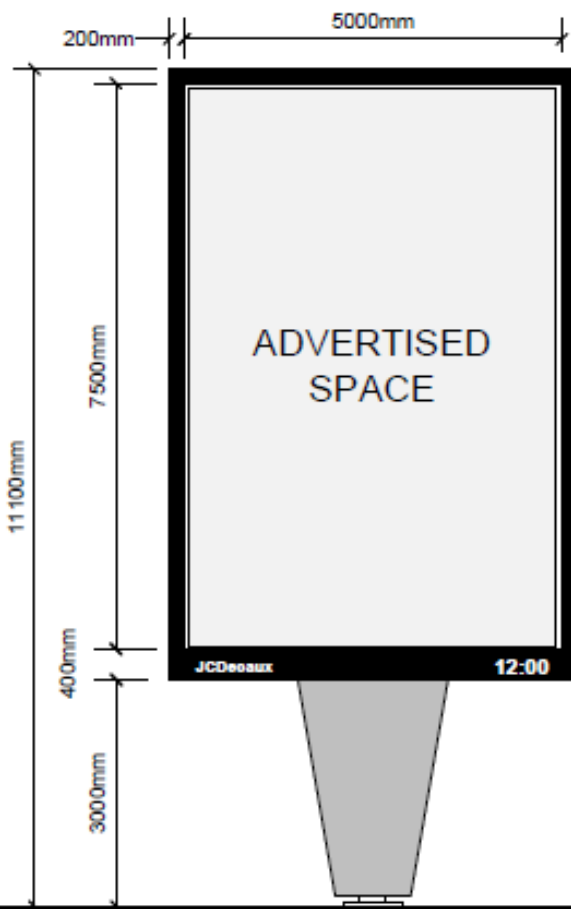
(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT TOM BURKE ON 020 7641 2357 OR BY EMAIL AT NorthPlanningTeam@westminster.gov.uk

8. KEY DRAWINGS



FRONT



SIDE



PLAN



DRAFT DECISION LETTER

Address: Marylebone Flyover, London, ,

Proposal: Removal of existing internally illuminated 6mx3m advertising display, to be replaced with an internally illuminated digital advertising unit.

Reference: 16/02445/ADV

Plan Nos: A01090 - document titled 'Land at Marylebone Flyover / Cabbell Street - Advertising Proposal, Planning Submission'.

Case Officer: Tom Burke

Direct Tel. No. 020 7641 2357

Recommended Condition(s) and Reason(s):

Reason:

Because of its size and height the proposed advertisement would harm the appearance of the building and the appearance (amenity) of the area. This would not meet S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 8 of our Unitary Development Plan that we adopted in January 2007. (X15BC)

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.