

**RECEIVED:**            29 March, 2010

**WARD:**                Kensal Green

**PLANNING AREA:** Harlesden Consultative Forum

**LOCATION:**            2 Scrubs Lane, London, NW10 6RB

**PROPOSAL:**            Continued display of internally illuminated 7.5m x 5.0m advertisement hoarding on site of church on south of Harrow Road adjacent to existing petrol station and the installation of internally illuminated 6.0m x 3.0m hoarding at the junction of Harrow Road and Scrubs Lane.

**APPLICANT:**         City Mission Community Project

**CONTACT:**            JCDecaux UK Ltd

**PLAN NO'S:**  
A0647/01; A0647/02; A0647/03

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## **RECOMMENDATION**

Refusal.

## **EXISTING**

The subject site is located within the boundaries of 'City Mission' Church, a three storey building currently undergoing construction for use as a community and religious centre, located on the south side of Harrow Road, at the junction of Scrubs Lane. The surrounding area is comprised of mixed commercial and residential uses. The subject site is not located within a conservation area, nor is it a listed building.

## **PROPOSAL**

Continued display of internally illuminated 7.5m x 5.0m advertisement hoarding within church site on south side of Harrow Road adjacent to existing petrol station and the installation of internally illuminated 6.0m x 3.0m hoarding at the junction of Harrow Road and Scrubs Lane.

## **HISTORY**

Historically applications for advert hoarding's have been refused at the subject site. However, application reference 03/3278 was granted for the erection of one 7.5m x 5m, south of Harrow Road. This is the sign that is currently displayed adjacent to the petrol station. The application also requested permission for an advert hoarding on the junction of Scrubs Lane, but this was deemed unacceptable and was consequently removed from the proposal.

There have been a number of planning cases relating to this site, some concerning the Church building itself and others relating to adverts on the site.

- 96/0059: Full Planning Permission, Granted - Installation of 5, 5m high giraffe head sculptures.
- 03/3278: Advertisement Consent, Granted - Erection of advertisement hoarding south of Harrow Road.
- 06/2043: Full Planning Permission, Granted- erection of three storey building comprising of a nursery, church, and community facilities, provision of parking spaces, bicycle stands and refuse store, new vehicular and pedestrian access, hardstanding and landscaping.
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- 08/0282: Full Planning Permission, Granted- erection of three storey building comprising of a nursery, church, and community facilities, provision of parking spaces, bicycle stands and refuse store, new vehicular and pedestrian access, hardstanding and landscaping.
- E/10/0018: Enforcement Case. Condition 9 of planning permission reference 08/0282 required the giraffe sculptures should not be removed unless otherwise agreed in writing by the Local Planning Authority. There has been a breach of condition since the sculptures have been removed from the site and Officers are seeking to regularize this situation.

## **POLICY CONSIDERATIONS**

### **Brent Unitary Development Plan 2004**

**BE7** Public Realm: Streetscape  
**BE21** Advertisement Hoardings

### **Supplementary Planning Guidance 8 "Advertisements other than shops"**

## **SUSTAINABILITY ASSESSMENT**

Not applicable.

## **CONSULTATION**

### **External**

Consultation letters dated 7th April 2010, were sent to 43 neighbouring owners/occupiers. One objection was received, the following comments were made:

- Loss of light, privacy and outlook.
- Effect upon road safety at a busy junction and the level of illumination will be a distraction to drivers and impact neighbouring amenity.

The issues raised above are noted and discussed in detail below.

The London Borough of Hammersmith and Fulham have been consulted upon the proposals but have not commented.

### **Internal**

The issues raised by: Transportation Officers are included within the remarks section below.

## **REMARKS**

To clarify, the subject site is sited within two borough's, the London Borough of Brent facing Harrow Road and the London Borough of Hammersmith & Fulham, facing Scrubs Lane. The precise boundary location can be seen on the plan at the end of this report  
 Three advertisement hoarding's are proposed, however the third hoarding located at the southern corner of the subject site lies within the neighbouring borough. The London Borough of Hammersmith & Fulham have confirmed that an application has been submitted to them for this sign but is currently invalid on the basis that not all required information has been submitted.

## **Previous applications**

As noted above, one advertisement hoarding was approved in February 2004 for a period of five years, our reference 03/3278, and one located within the borough of Hammersmith and Fulham. Both of these consents have expired as advertisement consent only ever lasts for five years.

Applications for advertisements must fully satisfy the criteria in Policy BE21 of the UDP 2004 and SPG8 'Advertisements other than shops'. Policy BE21 and SPG8 provides guidance in terms of assessing amenity and public safety, on which to judge the effects of any advertisement. The Council recognises that poorly located advertisement hoarding's can be particularly obtrusive and in some locations pose a danger to highway and pedestrian safety. Therefore, advertisement hoarding's will only be deemed acceptable where they enhance the appearance of an area and fully satisfy conditions of policy BE21. For reference policy BE21 states that advertisement hoarding's will not be approved in the following areas:

- (a) Predominately residential areas;
- (b) On or adjacent to conservation areas and listed buildings;
- (c) On open space, or where they would block important views across it, or where they would obscure other important views, landscaping or groups of trees;
- (d) Where it would lead to advertisement clutter, detract from public realm enhancements within the area and/or prejudice regeneration initiatives;
- (e) On railway embankments; and
- (f) On major roads and road junctions where distraction to drivers could be prejudicial to highway safety.

In consideration of the above the proposal does not satisfy conditions: c; d; and f and these issues are expanded upon below.

### **Panel 1**

The proposed advertisement hoarding at the northeastern corner of the site on Harrow Road, adjacent to the Total Garage, is 7.5m high x 5.0m wide and is internally illuminated. Although advertisement consent was granted previously for a similar hoarding, the size and scale of the proposed internally illuminated hoarding is now deemed excessive and particularly obtrusive contrary to policy BE21 of the UDP 2004 and Supplementary Planning Guidance 8. Adopted guidance SPG8 states that hoarding's should respect the scale and character of any original building and policy BE21 notes that they will only be approved where they serve to enhance the character and appearance of the locality. In consideration of the size, scale and location of the proposed hoarding it would significantly detract from the local streetscape which is visually obtrusive when viewed from Harrow Road.

The proposed advertisement hoarding would add to the existing clutter of this prominent corner junction, particularly when viewed west along Harrow Road with the petrol station canopies and signs. In terms of accordance with policy and adopted guidance, the proposed hoarding would not serve to enhance the appearance of the area as the hoarding is completely disproportionate to the size and scale of the existing built environment. In addition, the approved hoarding at this site in 2003 was approved prior to the construction of the new Church and community hall. Advertisement hoarding's would not normally be deemed acceptable where they would detract from the character and appearance of new buildings and in this case the proposed hoarding would have an extremely poor relationship with this new community facility sited immediately adjacent to it.

The internal illumination of the sign also fails to comply with SPG8, whereby illuminated adverts larger than 10m<sup>2</sup> are not normally permitted. The excessive size of the sign coupled with the proportion of illumination is likely to cause confusion, glare and dazzle road users and could have a detrimental impact on highway safety, in addition to harming the visual amenity of the surrounding area. There have been recent refusals for advertisement hoarding's of this size due to their impact upon local visual amenity.

## **Panel 2**

The proposed advertisement hoarding located at the junction of Harrow Road and Scrubs Lane is 3.0m high x 6.0m wide and internally illuminated. Officers note that any advertisement hoarding at this location would not be acceptable as it conflicts with condition f of policy BE21 of the UDP 2004, as it is within direct line of vision of drivers travelling westbound on Harrow Road. It is necessary to restrict types of advertisement hoarding to ensure public safety. The proposed advertisement hoarding is in close proximity to a signalised pedestrian junction of two major London Distributor Roads, where traffic queuing and congestion is already significant during peak periods and there can be no justification for allowing a sign in this location.

Transportation officers have thus objected as the hoarding will cause undue distraction to motorists at the signalised pedestrian junction of two major London Distributor Roads. Supplementary Guidance 8 expands upon this, stating that they can cause a particular safety hazard in locations where drivers have to take particular care. Adopted policy BE21 clearly states that advertisement hoarding's will not be approved on major roads and road junctions where distraction would be prejudicial to highway safety. It is clear that any advertisement hoarding proposed at this site is likely to give rise to conditions which could detrimentally impact pedestrian and highway safety and should therefore be refused on this basis.

The proposed internally illuminated advertisement hoarding is also deemed excessive display at this prominent corner location which will serve to detract from the character and appearance of the locality, for the reasons expanded upon above (panel 1) and is thus contrary to policies BE2 & BE21 of the UDP 2004 and Supplementary Planning Guidance 8. Furthermore, it is proposed to erect this sign right in front of the new church building itself. Such a relationship would be unlike anything nearby and would result in a significantly poor relationship with buildings.

## **Public Realm & Enforcement**

The proposed advertisement displays are located either immediately adjacent or in front of the newly constructed community facility 'City Mission' which includes public realm enhancements through landscaping and previously funded artwork sculptures and would thus conflict with conditions c and d of policy BE21 of the UDP 2004, whereby the advertisement displays would obscure and detract from these important local features.

Prior to the 2003 consent for the advertisement hoarding, adjacent to the Total Garage, funding was provided for the commission of artwork sculptures (giraffe heads) on the junction of Harrow Road and Scrubs Lane, and approved by planning reference 96/0059.

Planning applications granted for the erection of a three storey building for a church and community uses (08/0282; 06/2043) required the protection and retention of giraffe sculptures through condition. At the time third parties were concerned with the retention of the giraffe sculptures as they formed a 'significant landmark' in an otherwise 'featureless environment'. During the construction period for the 3 storey building it came to the Council's attention that the giraffe sculptures were stolen from the site. As the retention of the giraffe heads was conditioned in relation to the construction of the church, this is considered a breach of condition and enforcement action has commenced. Officers have required their reinstatement with the artists design specification. The proposed erection of advertisement hoarding's in place of these structures is not deemed a satisfactory replacement of artwork which seeks to improve the character and appearance of the locality and would serve to obscure any reinstated artwork.

## **Summary**

Officers understand that the proposed advertisement hoarding's are proposed to provide added revenue for the City Mission Church (which is no different to any landowner who may wish to have a similar advert erected on their land) however, for the reasons noted above the proposed advertisement hoarding's are deemed unacceptable by reason of their excessive display serving to detract significantly from the streetscape and the existing buildings and cause conditions which are prejudicial to highway safety. As such the application is contrary to adopted policies BE2 and BE21

of the UDP 2004 and SPG8. Furthermore, the proposed advertisement hoarding's would serve to obscure reinstated artwork as required by condition 9 of planning permission 08/0282.

**RECOMMENDATION:** Refuse Consent

**CONDITIONS/REASONS:**

- (1) The proposed continued display of the internally illuminated hoarding and the installation of an additional hoarding at the junction of Harrow Road and Scrubs Lane, by virtue of its prominent location and excessive size and display, would be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and related poorly to buildings on the site contrary to policies BE2 and BE21 of Brent's Unitary Development Plan 2004 and Supplementary Planning Guidance 8 'Advertisements Other than Shops'.
- (2) The proposed continued display of the internally illuminated hoarding and the installation of an additional hoarding at the junction of Harrow Road and Scrubs Lane, by virtue of its excessive size and prominent location on a major road junction and illumination would cause undue distraction causing conditions which are prejudicial to highway and pedestrian safety, contrary to policy BE21 of Brent's Unitary Development Plan 2004 and Supplementary Planning Guidance 8 'Advertisements Other than Shops'.

**INFORMATIVES:**

None Specified

**REFERENCE DOCUMENTS:**

- Brent Unitary Development Plan 2004
- Supplementary Planning Guidance 8
- One letter of objection

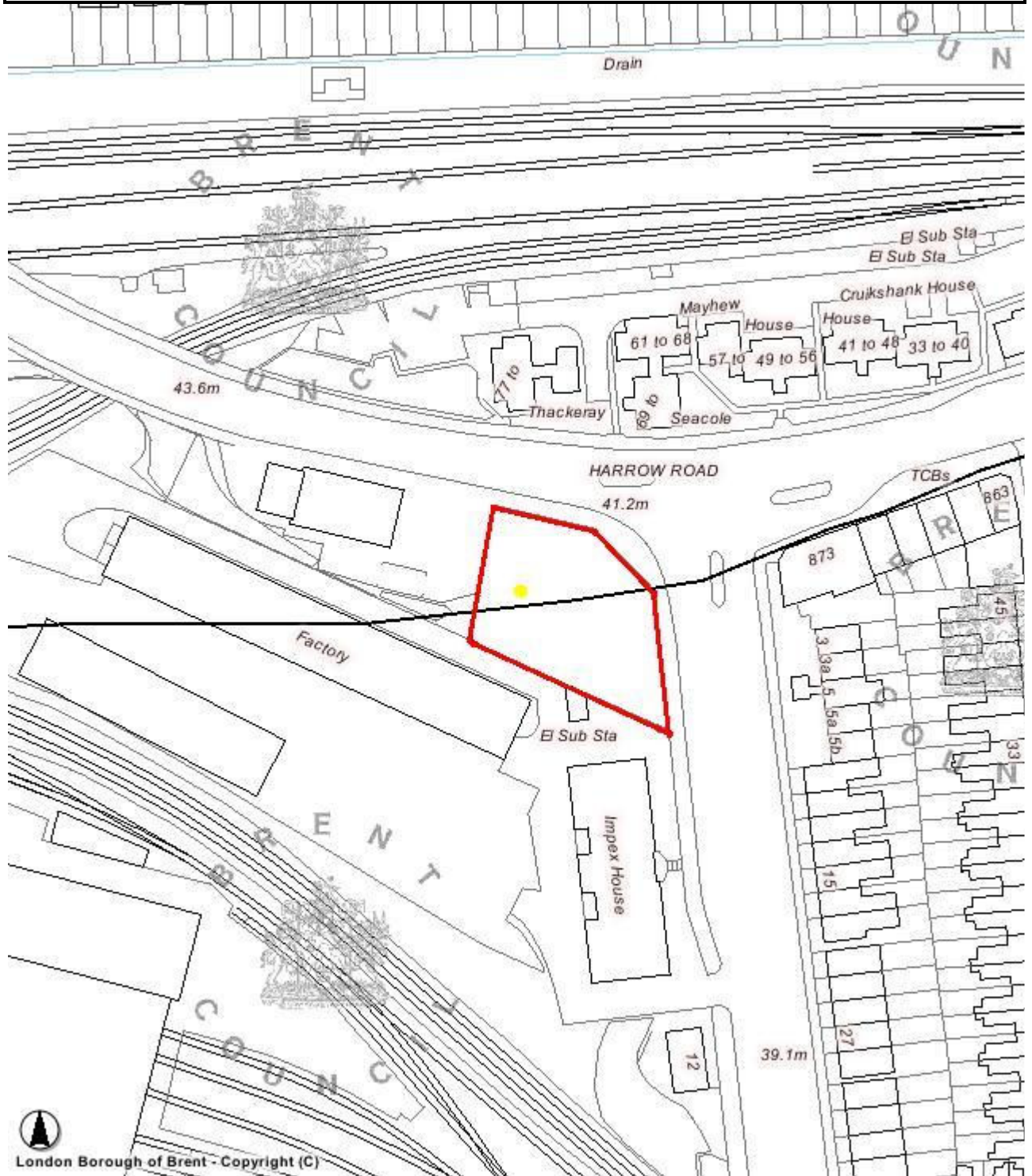
Any person wishing to inspect the above papers should contact Nicola Butterfield, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5239



# Planning Committee Map

Site address: 2 Scrubs Lane, London, NW10 6RB

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