

# Advertisement Towers

Draft design guidance for the  
erection of advertisement  
towers in Hammersmith Town  
Centre and the A4 Corridor.

**DRAFT SPD for Consultation**

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**HOW TO COMMENT**

This is a draft supplementary planning document for consultation. Please send your comments in writing to be received by Monday 15th February 2010;

- by email to toweradsspd@lbhf.gov.uk
- by letter to Barbara Woda, Head of Urban Design and Conservation, Planning Division, Environment Services Department, London Borough of Hammersmith & Fulham, Town Hall, King Street, London W6 9JU.

If you have any questions please write to us at the above addresses or telephone Barbara Woda on 020 8753 3315.

This and other Local Development Framework documents are, or will be made, available in large copy print, audio cassette, Braille, or languages other than English on request. If you require the document in one of these formats, please see the contact details above.

**NEXT STAGE**

The Council will consider the representations received from this consultation and will, where appropriate, amend the document. The document will then be formally adopted by the Council as a supplementary planning document to be used as a material factor in considering advertisement applications.

If you would like any part of this document interpreted into your own language, please phone 020 8753 4040.

<p><b>Russian</b> Если вы хотите, чтобы какая-либо часть этого документа была устно переведена на ваш язык, пожалуйста, позвоните по телефону 020 8753 4040.</p>	<p><b>Somali</b> Haddii aad jeclaan laheyd in qeyb dukumentigan ka mid ah luqaddaaada ama afkaaga laguugu turjumo, faadlan teleefoon u soo dir 020 8753 4040.</p>
<p><b>Polish</b> Jeśli chciałbś jakaolwiek część tego dokumentu przetłumaczoną na język ojczysty, to proszę zadzwonić pod numer 020 8753 4040.</p>	<p><b>Punjabi</b> ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੇ ਕਿਸੇ ਵੀ ਹਿੱਸੇ ਦਾ ਕੀਤਾ ਹੋਇਆ ਅਨੁਵਾਦ ਚੁਗਾਭੀ ਆਪਣੀ ਭਾਸ਼ਾ 'ਚ ਚਾਹੀਦਾ ਹੈ, ਤਾਂ ਫ਼ਿਰ ਪੌ ਕਰਕੇ ਟੈਲੀਫ਼ੋਨ ਕਰੋ 020 8753 4040.</p>
<p><b>French</b> Si vous souhaitez qu'une partie de ce document soit traduite dans votre langue, veuillez appeler le 020 8753 4040.</p>	<p><b>Gujarati</b> જો તમને આ દસ્તાવેજનાં કોઈપણ ભાગનું કંઈક ભાષાંતર તમારી પોતાની ભાષામાં જોઈએ છે, તો, મહેરબાની કરી ટેલિફોન કરો 020 8753 4040.</p>
<p><b>Spanish</b> Si desea alguna parte de este documento en su propio idioma, llame al 020 8753 4040.</p>	<p><b>Hindi</b> यदि आपको इस दस्तावेज के किसी भी हिस्से का किया हुआ अनुवाद अपनी भाषा में चाहिए, तो कृपया टेलिफोन करें 020 8753 4040.</p>
<p><b>Albanian</b> Nese do deshironi ndonje pjese te ketij dokumenti te perkthyer ne gjuhen tuaj, telefononi 020 8753 4040.</p>	<p><b>Urdu</b> اگر اس دستاویز کے کسی بھی حصے کا ترجمہ آپ کو اپنی زبان میں چاہئے تو براہ مہربانی ٹیلی فون کریں: 020 8753 4040</p>
<p><b>Amharic</b> የዚህ ደብዳቤ ላይ ማንኛውም ክፍል በራስዎ ቋንቋ እንዲተረጎም ለማድረግ በፋክስ 020 8753 4040 ይደውሉ።</p>	<p><b>Farsi</b> اگر شما میخواهید هر بخشی از این سند به زبان شما برایتان ترجمه شاهی بشود لطفاً با شماره تلفن 020 8753 4040 تماس بگیرید.</p>
<p><b>Portuguese</b> Se desejar qualquer parte deste documento interpretada no seu idioma, telefone por favor para 020 8753 4040.</p>	<p><b>Arabic</b> إذا كنت ترغب بالحصول على ترجمة فورية لأي جزء من هذه الوثيقة، فيرجى الاتصال بـ: 020 8753 4040.</p>

## **1 GENERAL INTRODUCTION**

1.1 The purpose of this SPD is to provide guidance on the acceptable, number, location and design of advertisement towers in a defined area of Hammersmith Town Centre in the vicinity of Hammersmith Flyover. Such towers are often designed to be viewed from elevated highways. The SPD interprets policies and standards of the Unitary Development Plan 2007 relating to poster hoardings and freestanding advertisements (EN14, S14, 15, 16), having regard to national policy set out in Planning Policy Guidance Note 19. This SPD will be a material factor in considering advertisement applications.

1.2 The need for the SPD arises because of planning permission being granted for three advertisement towers adjacent to Hammersmith Flyover and other applications being in hand or expected. The Council is concerned that there should be clear guidance on the basis on which further proposals should be considered. However, the Council's view is that further advertisement towers are not likely to be acceptable, in principle, for the reasons given in this guidance.

1.3 National and local policy (see appendix 2) makes clear that the principal considerations in assessing advert towers should be:

a) amenity (for example, would the advertisement have an unacceptable effect on the urban landscape, conservation areas, listed buildings and buildings of merit). Amenity is also defined in the regulations to include aural amenity as well as visual amenity.

b) public safety (for example, would the advertisement distract motorists: all studies into accident causation support the general premise that accidents are correlated with road complexity); and this includes consideration of any interference with CCTV or traffic cameras.

## **2 THE AREA SUBJECT TO THIS SPD, ITS CHARACTER AND TRAFFIC CONSIDERATIONS**

### **General description**

2.1 The area that has been considered in drawing up this SPD includes the part of the town centre and adjacent areas which can be seen from the Hammersmith Flyover and the highway approaches to the flyover. It is characterised by the park (St.Paul's Green), the commercial centre of Hammersmith and St.Paul's Church (a landmark building listed Grade 2 ), with the A4 (Talgarth Road) being a major thoroughfare between central London and the west. Within the town centre the A4 is raised on the Hammersmith Flyover. A formidable concrete structure, it has a strong impact on its surroundings cutting a sinuous path between commercial and residential buildings. While being an attractive and imposing structure in itself,(an RIBA Gold Medal winner in its time) the flyover, the environment beneath it and its immediate environs, have suffered from lack of maintenance and imaginative use. It has severed the street pattern and created a hostile pedestrian environment.

2.2 The commercial centre of Hammersmith is characterised by taller and more massive buildings such as Centre West, the Hammersmith International centre including the Novotel Hotel, also Landmark House etc to the west of these, and The Ark to the east. In these predominantly commercial surroundings, the scale of the buildings

is considered sufficiently large, and the commercial character of the area is such, as to accommodate some carefully designed conventional poster advertisements designed to be viewed from ground level (up to the equivalent of 48 sheet size).

2.3 To the east and west a short distance, beyond the commercial centre the character along Talgarth Road and the A4 is significantly more domestic in scale, being predominantly residential in use and of a distinctive character where large free standing poster advertising of any sort would be out of place, and not normally acceptable.

### **Conservation areas and Heritage Assets**

2.4 The proposed tower advert zone is bounded by the Hammersmith Broadway Conservation Area to the north of Talgarth Road, the Mall Conservation Area and the Hammersmith Odeon Conservation Area to the south of the Talgarth Road. There are a number of relevant heritage assets within these conservation areas as well as important individual and groups of trees both inside and outside the conservation areas to be protected from any negative impact from potential advertisement towers. These are identified on Plan 3 in Appendix 3 and include:-

- Hammersmith Centre CA Boundary
- The Mall CA Boundary
- The Hammersmith Odeon Conservation Area Boundary
- Listed buildings/buildings of merit
- Important views
- Important trees

2.5 Hammersmith Centre is within the Hammersmith Broadway Conservation Area, designated in June 1986. The southern boundary runs adjacent to the Hammersmith Flyover, consequently the area being considered within this supplementary planning guidance is partly within (St. Paul's Green and Hammersmith Island site) and partly just outside the conservation area (Talgarth Road, the Hammersmith International centre). The existence of the conservation area creates a duty to the local authority to consider whether any proposed new development would preserve or enhance to character or appearance of the conservation area itself, as well as views from within the conservation area.

2.6 The Hammersmith Odeon Conservation Area was designated in March 1991, primarily to protect the architecture and settings of the mansion blocks of College Court and the Peabody and Guinness Trust Estates, and the Grade II\* listed Hammersmith Odeon (now known as the Apollo).

The conservation area character profile for this conservation area states that "great care is required so as not to block, or have impact on, key views by intervening or inappropriate development. The existence and importance of these views should help determine the permitted heights of new buildings in the conservation area" The Mall Conservation Area, located to the south west of the town

centre, King Street East CA to the west, and Brook Green CA to the east of Hammersmith Town Centre would not be affected by the tower advert zone proposed in this document. They would however be a reason for limiting advertisements outside the zone.

## 2.7 Important listed buildings are:

- St.Paul's Church (Grade 11\*). Built in 1882-91, designed by J.P. Seddon and H.R.Gough, it is an early English style church in pink Mansfield Stone and Bathstone dressings, with narrow lancet windows and a tall north east tower with outside pinnacles. It remains a dominant feature in the conservation area, in particular from the east and west and forms the principal landmark in the centre of Hammersmith. The views of the church and particularly its tower along Talgarth Road, from the east and the west must be preserved, through the careful identification of suitable locations for towers.. The Conservation Area Character Profile in paragraph 6.29, states that "St.Paul's Church should remain the key landmark in the conservation area, and its tower should remain the highest point".
- Bradmore House (Grade II) the west façade of which dates from 1700, and is attributed to Thomas Archer. It was formerly the garden front of Butterwick House, but was dismantled and re-erected in 1913 to form the street front of the London Transport bus garage previously on this site. It has been painstakingly restored by the reconstruction of the parts of the original façade previously punched through to make openings for buses. Now a freestanding building, the north south and east facades have been designed in keeping with the main 1700 building. Being set forward of the building line of the modern shopping centre, especially as viewed from the south, and seen together with St Paul's Church on the opposite side of Queen Caroline Street, It forms an important asset in the conservation area to be protected.
- The Former Odeon Cinema, (Listed Grade II\*), now known as the Apollo, is a significant listed building to the south of the Talgarth Road. It is the best remaining example of the work of Robert Cromie, one of the most prolific cinema designers. It opened on Easter Monday 28th March 1932 as the Gaumont Palace super cinema, a venue to accommodate both films and live shows, with seating for an audience of 3,560. The most important aspect of the setting of the building is its magnificent curved brick and Portland Stone frontage, framed between massive fluted pilasters and a stepped parapet cornice with a central raised sculptured feature containing theatrical masks. Above and back from this is the high brick auditorium parapet wall with deep stone coping which has always acted as the building's name fascia.

## 2.8 Buildings of Merit

- College Court , on the junction of Talgarth Road and Queen Caroline Street, to the south of the flyover is a significant building on the Council's Local Register of Buildings of Merit, whose setting must be respected. The Ark, located to the south of the Talgarth Road, opposite the Novotel Hotel is similarly important as a building of merit, and a landmark building.

## 2.9 Important views to be protected are:

- St.Paul's Church together with its tower, from the south, east and west, the cluster of buildings at the junction of Talgarth Road and Queen Caroline Street, in particular the group including the Apollo,, St Paul's Church and Bradmore House , and College Court.,

## 2.10 Important trees

- There are a number of trees with Tree Preservation Orders within the zone; these are shown on Plans 1 and 1a in Appendix 3. An equally important group of trees is located to the west of Linacre Court, on the north side of Talgarth Road, to the east of Shortlands.

## Traffic considerations

2.11 In considering public safety we will take into account the nature of the road layout from which an advertisement will be visible and the traffic movements, which will include all vulnerable road users, as these make up the majority of casualties on the road network.

2.12 Hammersmith Flyover forms part of the Transport for London Strategic Road Network connecting Central London with Heathrow airport and the South West. It is a multi lane dual carriageway with a varying speed limit of 30mph and 40mph. TfL are the highway authority for the carriageway on both approaches to the flyover, the carriageway across the flyover and the flyover structure itself as well as the footways on both approaches. The flyover itself has two lanes in both directions and its grade separation ensures that there are no junctions or pedestrians and cyclists to consider.

2.13 The rest of the A4 is also under the management of TfL and still retains its multi lane dual carriageway operation. However unlike the flyover it is flanked by footways used by pedestrians and cyclists and forms complex signal controlled junctions with side roads incorporating pedestrian crossing facilities.

2.14 Appendix 1 details particular locations that could form part of the consideration of sites for tower advertisements only in respect of traffic considerations.

## CCTV

2.15 In determining the position of advertising towers the council will take the following into account:

- CCTV Cameras - whether the tower will restrict visibility of any of the councils cameras deployed around the borough for the purpose of Crime and Disorder, Traffic Management or any other statutory function that cameras have been installed for.
- CCTV Transmission - whether the placing of an advertising tower will impose on the Fresnel Zone of any transmission equipment carrying the communication signals for CCTV Cameras, or the councils WIFI IP Network. In determining whether the Tower will impose on the Fresnel Zone, the council will consider whether the positioning

of the Tower will impose either immediately or may contribute to a disruption at a later date (See note below).

- The Tower - that by positioning a tower in any location it will not create a crime pinch point, enabling crime to take place as a result of the towers positioning and place any person/s in danger of being subjected to any crime.

[Note: The Fresnel Zone of a transmitter may be reduced by no more than 20% maximum. In placing a transmitter all current and future obstructions have to be considered across the zone in order to avoid disruption of the transmitter. This includes: future constructions, the growth of trees and the placing of Hoardings etc. A combined obstruction of 20% across a Transmitters Fresnel Zone will render the transmitter useless. In the event that planning permission for a construction can not be avoided or refused under the regulations, then the council may impose a Section 106 (Planning Act) condition to the planning agreement and impose a cost on the applicant for the repositioning of the camera or Transmitter. This cost will be proportionate to the cost incurred to the council in any repositioning required including (but not limited to) any civil works, further equipment and legal agreements required.]

### 3 THE CRITERIA / DESIGN GUIDELINES

Advertisement towers are only acceptable, in principle, in locations immediately adjacent to Hammersmith Flyover within the zone shown on the plan 1.

3.1 Advertisement towers are normally designed so that the advertisement can be seen from elevated highways and/or from a distance and from different directions. Typically, they are massive structures of between 20 and 25 metres in height requiring a significant supporting structure and footprint. To be acceptable, in principle, a tower must be located sufficiently close to an elevated highway so that it does not by itself form the dominant townscape feature in the immediate vicinity when viewed from ground level, or against large buildings. In other words, it would be seen in the context of the highway from a townscape point of view. A remotely placed tower would dominate its surroundings and adversely affect the character of the area.

3.2 Areas of land adjacent to the parts of the flyover which are to the west and east of the zone are not acceptable locations. Towers in these areas, especially where the flyover is reducing in height, would be too dominant in the townscape. They would also cause too much distraction to drivers as they would be positioned too close to A4 slip roads, and ground level junctions at the western end. Any applications for free standing tower advertising along the rest of the A4 corridor would be resisted on the grounds that it is both a major traffic route and contains a series of important road junction where the display of advertising would prejudice public safety.

**Within the defined zone a maximum of three towers, as granted planning permission, is considered to be acceptable with no other permanent advertising.**

3.3 Within the defined zone, the Council considers that a number of well designed and well positioned towers are an acceptable form of advertising. Large sheet landscape style advertisements would have an unacceptable dominant impact on the townscape when viewed from the flyover or the surrounding area. Tower advertisements will generally be appropriate in the context of the prevailing height and nature of buildings except in places which would adversely impact on the setting and views of the listed buildings: St Paul's Church, Bradmore House and the former Odeon Cinema now known as the Apollo.

3.4 As described in the conservation section earlier in this document, the Church is an important and dominant feature of the townscape. It is of equal importance when seen by drivers and the view of the eastern and southern facades and tower must be protected. Similarly, the northern facade of the former Odeon when viewed from the north and west is particularly significant, as are the views of Bradmore House (all listed buildings) together with College Court. There are no suitable locations for Tower adverts within this group of historic buildings. It is considered that any towers would be harmful to their setting, and would be overdominant against them.

In addition, to townscape considerations, it would not be desirable for there to be too many towers, too close together.

3.5 Existing towers are to be found at the Polygram Site, while the Council has recently approved additional towers at St.Paul's Green to the north of the flyover, and to the north of the Guinness Trust to the south of the flyover. The locations are shown on Plan 2 in Appendix 3.

The towers adverts that were recently approved met the criteria being considered as part of this document.

The existing and approved towers are shown on Plan 2 appended to these guidelines. No other locations are acceptable.

Any application for a proposed tower advertisement or high poster hoarding must be considered against the criteria relating to visual amenity and safety:-

- a) Any location should be carefully considered in relation to its impact on road users, and should not cause any distraction to motorists. This is especially important at junctions and/or where traffic is altering its speed.
- b) They should harmonise with the surrounding built environment, that is the height and scale of the buildings in the town centre where they would be seen against, rather than rising up above them. Consequently it would be inappropriate to consider any towers beyond the identified zone.
- c) Any tower advertisement should relate in height to the level of the flyover – at its highest point the advertisement tower may be higher, while where it reduces it is expected that the height of any tower would also become reduced in height.

- d) Materials, size, height, width and design of any proposed advertisement towers, should harmonise with the design and materials of the towers already approved, for example pre-patinated brass, pre-patinated copper, stainless steel, light grey painted metal. The poster panels that form the advertisement should be portrait not landscape with a maximum size of 7800mm by 5300mm.
- e) No further general advertisements, or hoardings will be allowed within the zone.
- f) There will be no poster hoardings or tower advertisements of any kind alongside the A4 to the west or east of the zone, or outside the town centre, or in King Street or Hammersmith Road
- g) All illuminated faces should be positioned away from residential windows.
- h) Illumination and particularly digital advertisements should be kept to minimum required levels of illumination, and the frequency of change of display shall be no more than the recognised industry standard required.
- i) Both the footings for the structure, and the structure itself should avoid all existing tree canopy and tree roots. In considering the siting of a tower structure, care must be taken to avoid tree root spread and canopies. There must be no impact or damage to existing trees. Removal and/or replacement of existing trees is not considered to constitute mitigation.

#### **4 OTHER TYPES OF HOARDINGS IN THE AREA.**

4.1 Such hoardings would include adverts hoardings on shrouds and small free standing poster hoardings.

4.2 Shroud Adverts will only be accepted where they can be justified and are required in connection with building works or necessary restoration (as in the case of St.Paul's Church and the Apollo). They will only be acceptable on a temporary basis i.e. for the duration of works and for a reasonable period of time. Consideration of such advertisements would to take into account impact on safety and residential amenity as well as any harmful impact they might have on the local townscape.

4.3 Poster hoardings would only be acceptable within the commercial and town centre zone, and then only if carefully designed and sited and retain some visual reference to the building. A proliferation of such adverts can create unacceptable clutter.

### 1. St Paul's church

The location of 'free standing advertising' at this site is at a point where the flyover has reached its full height. It is over 200m from the off ramp to the flyover and at this distance the advertisement is not visible, and should not impact the junction's safety performance. The approach is uphill, straight with good visibility and as such the likelihood of this site prejudicing public safety is very low. The advertisement is partially visible from traffic exiting the flyover and proceeding towards Hammersmith Gyrotory. However the height is such that the risk to road users is at a similarly low level.

### 2. St Paul's school

This site is opposite the above site and is visible to westbound traffic. The approach is level along the full height of the flyover, straight and has excellent visibility and as such the likelihood of this site prejudicing public safety is very low.

### 3. Linacre Court

The location of 'free standing advertising' at this site is at a point where the flyover has ended and the carriageway is at grade. The approach is the down hill ramp of the flyover with a prominent right hand bend. In addition there is a third traffic lane joining from the left. There are slow markings on the carriageway and a vehicle activated sign reminding drivers of the 30mph speed limit. The site would be visible from both the flyover and the joining traffic; however due to the location of trees and essential signage the site would be partially hidden. The layout of the junction at this site and the likely visibility of the advertisement would indicate a high level of risk to public safety.

### 4. BP petrol station

A free standing advert at this location would be visible to westbound traffic approaching the flyover. It would be set against the backdrop of significant buildings and as such its distractive potential would be diminished. The approach is relatively straight with a slight right hand bend. The approach has three lanes with the outermost two lanes continuing up and over the flyover. Based on this layout and traffic movement the likelihood of this site prejudicing public safety is very low.

On a more practical point the siting of a monopole (up to 500m in diameter) here would have to be within the BP petrol station car park as the footway running along side the slip road is not wide enough to house the monopole without compromising pedestrian safety and accessibility. Furthermore the footway is public highway under the management of TfL.

## **1. National Policy**

1.1 This is set out in Planning Policy Guidance Note 19 and advises:-

“All advertisements affect the appearance of the building, structure or place where they are all displayed. The main purpose of the advertisement control system is to help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared for environment in cities, towns and the countryside (paragraph 2).”

1.2 In relation to design guidance (such as this SPG), the PPG advises that it:

“needs to recognise the importance of advertisements to the national economy. But, provided it is not excessively prescriptive, it need not stifle original designs or new display techniques. Respect for such guidance can help ensure that signs and advertisements are in harmony with the environment” (paragraph 5)

1.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 sets out the criteria to be taken into account in decision making and in Appendix E (to the annex to Communities and Local Government Circular 03/2007 advises in paragraph 3 that: “while they are to have regard to the general characteristics of a locality, local planning authorities should nevertheless seek to ensure consistency in their general approach towards the determination of applications in particular localities; and the Secretary of State should ensure the same approach is taken to appeals” ...

This is reinforced in Paragraph 9 of PPG 19. Visual amenity includes the effect of a poster board on the appearance of a building or on the visual amenity in the immediate neighbourhood where it is to be displayed; having regard to the distinctive character of the locality.

Public safety considerations comprise “the effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians) on or over water, or in the air (paragraph 15 PPG 19).

## **2. Relevant UDP policy**

2.1 Policy EN14: Advertisements “The council will consider all advertisements in accordance with the Town and Country Planning (Control of Advertisements) Regulations 1992. In addition it will have regard to standards S15 and S16 in Chapter 12 of the Plan when considering the advertisement’s impact on amenity and public safety. The majority of the Mall Conservation Area has been designated an Area of Special Advertisement Control”

Standard 14 - Advertisement Control, and Standard 16 - Poster Hoardings are therefore relevant to this draft SPD.

3.2 UDP Standards S14.1 relating to visual amenity states:

“The Council will normally refuse consent for any advertisements

which would be displayed where the preservation of visual amenity is of prime importance.”

The justification for this policy – the display of advertisements can have a considerable impact on the visual amenities of the street scene and the council takes the view that any advertisement requiring consent should accord with certain standards to ensure that the character of individual buildings and streets is not adversely affected.

### 3.3 UDP Standard S16.5 Free standing hoardings

“Free-standing hoardings will be unacceptable where they are out of scale with their surroundings or are located within or adjacent to areas especially sensitive to the visual impact of hoardings, i.e. conservation areas, residential areas, open spaces, or water-side land. Free-standing hoardings will be unacceptable on major traffic routes or at important road junctions where their display is liable to be prejudicial to public safety. Free-standing hoardings may be permitted in certain circumstances (subject to the above constraints) to screen and disguise unattractive sites pending redevelopment or the establishment of a permanent use provided that associated landscaping is implemented as part of the scheme.”

The above standards are concerned with hoardings designed to advertise products or services in general and are not necessarily related to the premises or land upon which they are attached. They are designed to ensure that the interests of visual amenity and public safety are protected.

### 3.4 Standard 16.5 refers specifically to safety:

“Free-standing hoardings will be unacceptable on major traffic routes or at important road junctions where their display is liable to be prejudicial to public safety”.

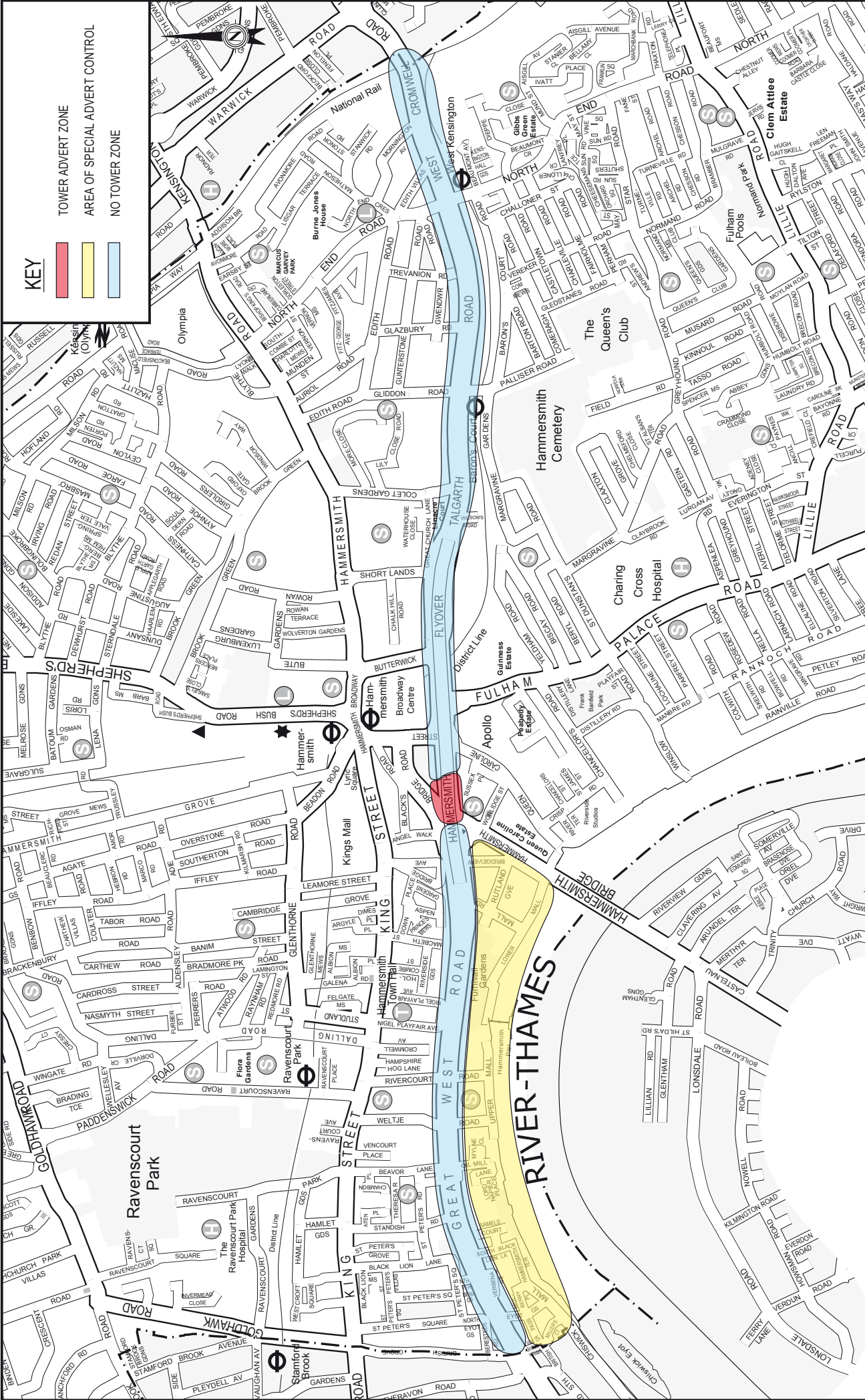
3.5 The reasoning behind the control of road side advertising from a safety point of view is that the road side environment can distract a driver to such an extent that he or she may be involved in a collision with another road user or fixed object resulting in personal injury.

3.6 All studies into accident causation support the general premise that accidents are correlated with road complexity. The introduction of complex road junctions into a heavily trafficked route together with the introduction of vulnerable road users creates a situation in which the inherent risk of personal injury accidents is higher. The above policy recognises the areas of the highway network where the risk of personal injury can be higher; major traffic routes and important junctions, however it also recognises that the specific nature of each site should be taken into account in determining the appropriateness and risk associated with road side advertising. Not all major traffic routes or busy junctions are such that the provision of advertising would increase the frequency or severity of personal injury accidents.


#### 4. Area of special advert control

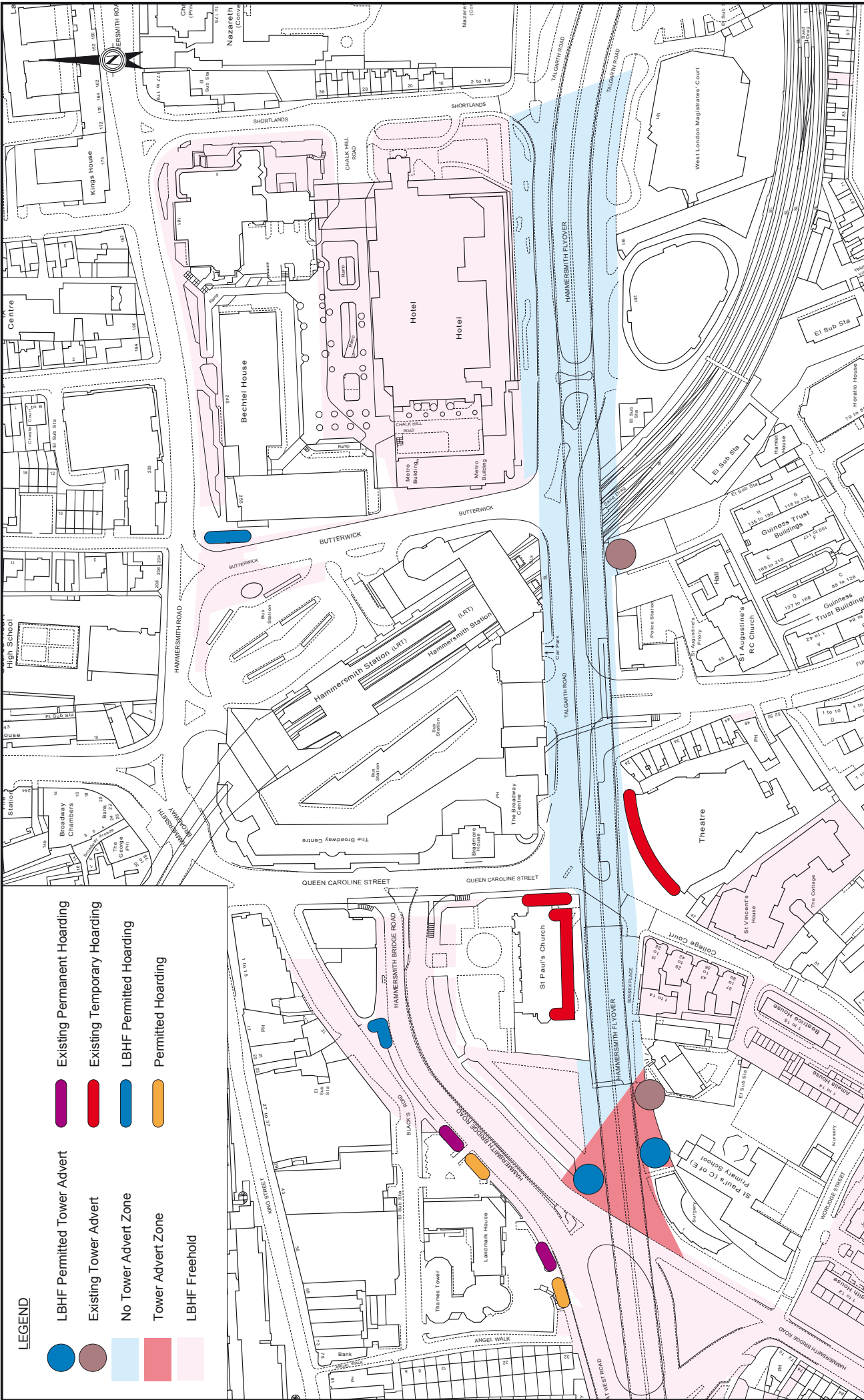
4.1 Also of relevance to proposals in Hammersmith Town Centre is the designated Area of Special Advertisement Control, within the Mall Conservation Area. Within this area there is a presumption against large advertisements unless they specifically relate to the uses within the area, and are sensitively designed and located. The extent of this area is indicated on Plan 1 in Appendix 3.

**APPENDIX 3:  
PLANS  
see overleaf page 14**



<b>HAMMERSMITH &amp; FULHAM COUNCIL</b> Environment Services Town Hall Extension, King Street London W6 9JL Tel: 020 8746 3020	Drawn: BUN Scale: Not To Scale DWG No: 50300/5/1	Checked: [ ] Approved: [ ]	Date: [ ] Rev: [ ] Init: [ ]
	Original Sheet Size: A4 Revision: [ ] Date: JUN '09	NOTES	


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**LEGEND**

	LBHF Permitted Tower Advert		Existing Permanent Hoarding
	Existing Tower Advert		Existing Temporary Hoarding
	No Tower Advert Zone		LBHF Permitted Hoarding
	Tower Advert Zone		Permitted Hoarding
	LBHF Freehold		

<b>HAMMERSMITH &amp; FULHAM COUNCIL</b>		Checked	Approved
Environment Services		BUN	-
Town Hall Extension, King Street		Scale	Original Sheet Size
London W6 9JL		1 : 2500	A4
Tel: 020 8746 3020		DWG No.	Revision
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Date

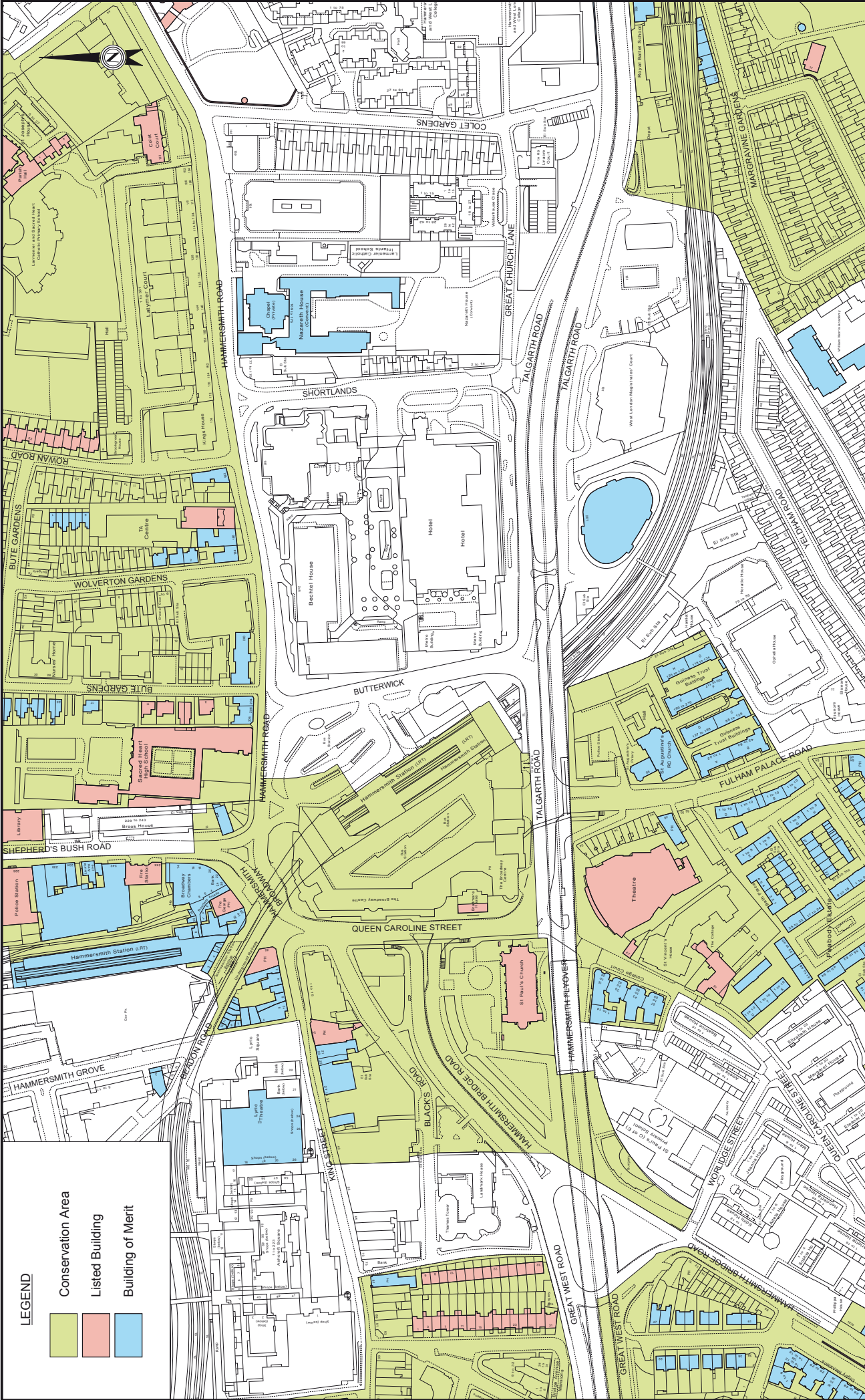
Rev

Init

PLAN 2

**ADVERT TOWER LOCATIONS**

DRAFT & QUERIED 04/11/09



**LEGEND**

<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen;"></span>	Conservation Area
<span style="display:inline-block; width:15px; height:15px; background-color:lightcoral;"></span>	Listed Building
<span style="display:inline-block; width:15px; height:15px; background-color:lightblue;"></span>	Building of Merit

<p><b>HAMMERSMITH &amp; FULHAM COUNCIL</b>          Environment Services          Town Hall Extension, King Street          London W6 9JH          Tel: 020 8746 3020</p>		Drawn	BUN	Checked	Approved	Date	Rev	Init
		Scale	NTS					
<p>DWG No. 50300/5/3</p>		<p>Revision Date</p> <p>NOV '09</p>		<p>NOTES</p>				
<p>PLAN 3</p> <p><b>CONSERVATION AREAS</b>          DRAFT &amp; UNAPPROVED 04/11/09</p>		<p>© Crown copyright. All rights reserved.          L. B. HAMMERSMITH &amp; FULHAM Licence No. LA100019223 2009 FS 32265</p>						