The Planning Inspectorate

Appeal Decision

Site visit made on 18 January 2017

by Claire Victory BA (Hons) BPl MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 3 February 2017

Appeal Ref: APP/W5780/Z/16/3159097
Telephone Box outside 117b High Street, Wanstead E11 2RL

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Mr Matthew Coe (New World Payphones) against the decision of the Council of the London Borough of Redbridge.
- The application Ref 2304/16, dated 18 May 2016, was refused by notice dated 31 August 2016.
- The advertisement proposed is an internally illuminated digital panel as integral part of Telephone Kiosk (LED Screen mounted in stainless steel).

Decision

1. The appeal is dismissed.

Main Issue

2. The main issue in the appeal is the effect of the advertisement on the amenity of the area, including on the character and appearance of the Wanstead Village Conservation Area.

Reasons

3. The proposal is to replace an existing telephone kiosk with a new kiosk incorporating an internally illuminated digital on the elevation fronting the highway. The replacement kiosk would be located in the same location, close to the carriageway and broadly opposite Woodbine Place.

4. Wanstead Village Conservation Area is formed of several large open spaces which form the centrepiece of the village, and are surrounded by predominantly 19th century properties, including the terraced blocks along High Street. High Street is the principal north – south road in the area and its ground floor commercial frontages contain a variety of timber painted fascia signs with modest external illumination. The restrained, traditional character of these commercial frontages enhances the village setting and makes a positive contribution to the significance of the conservation area.

5. Furthermore, street furniture in the vicinity of the appeal site is modest and unobtrusive, including slim black painted lighting poles, traffic lights, and an occasional wrought iron and timber bench. The bus shelter located to the south of the existing kiosk does not contain any illuminated advertisements, and there are no freestanding illuminated advertisements in the area. Consequently the introduction of the illuminated sign within the replacement

kiosk would be an incongruous feature that would harm visual amenity and detract from the qualities of the designated heritage asset.

6. Whilst there are some shop signs of more modern design and materials along this part of the High Street including a betting shop and newsagents, and it was not readily apparent during the site visit whether these were internally illuminated, even if they were, the presence of one or two isolated examples would not justify the addition of a further illuminated advertisement that would harm the character and appearance of the conservation area.

7. The appellant points out that the kiosk lies within the frontage of a shop forecourt and is at a low level. However, its location relatively close to the edge of the footway means that the illuminated advertisement would be prominent within the street scene, to the detriment of its surroundings.

8. I also note that as the kiosk would be a replacement kiosk it would not increase the amount of clutter on the footway, and the design including a domed roof and small panelled windows would be sympathetic to the traditional character of the conservation area, and acknowledge that the High Street is a busy, somewhat noisier part of the conservation area than the quieter residential areas. Nonetheless, for the reasons I have set out, the proposed illuminated advertisement would cause harm to visual amenity which is sufficient for the appeal to be dismissed.

9. I have had regard to the development plan policies cited by the Council. Although these may be a material consideration, the powers to control advertisements under the regulations may only be exercised in the interests of visual amenity and public safety, and thus these policies have not, in themselves, been decisive.

10. I find that the proposed advertisement would fail to preserve or enhance the character and appearance of the Wanstead Village Conservation Area, and for the above reasons I conclude the appeal is dismissed.

Claire Victory

INSPECTOR