

Appeal Decision

Site visit made on 30 January 2017

by Christa Masters MA (hons) MRTPI

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

Decision date: 9th February 2017

Appeal Ref: APP/F5540/Z/16/3165711

Advertising right at 409 High Street, Brentford TW8 0DU

- 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 Insite Poster Properties Ltd against the decision of the Council of the London Borough of Hounslow.
 - The application Ref 00607/R409/AD1, dated 12 September 2016, was refused by notice dated 28 October 2016.
 - The advertisement proposed is replacement of existing single sided internally-illuminated backlit 48 sheet advertising unit with single new internally-illuminated digital LED 48 sheet advertising unit.
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Decision

1. The appeal is dismissed.

Main Issue

2. The effect of the proposal on the character and appearance of the area.

Reasons

3. The appeal site comprises an existing advertisement hoarding located on the High Street. The site is sandwiched between two existing commercial units. The existing advertisement is in a relatively prominent location along the frontage and is angled towards the west bound vehicular traffic. The sign has been part of the street scene for a number of years and is therefore an established part of the street scene. It is proportionate in scale and form to the neighbouring buildings however the immediate surrounding area is notably lacking large scale LED illuminated advertisements.
 4. The advertisement proposed would replace the established advert on the site with an internally illuminated digital LED image. I note that the size of the advertisement would not change, however the advertisement would sequentially change every 10 seconds and the screen would be statically illuminated. The appellant states that the level of illumination would be less than existing although no technical evidence has been submitted to support this statement. In addition, there is no technical analysis before me to support the appellants assertion that the luminance impact at night would be diminished by the presence of street lighting and vehicle headlights.
 5. The change proposed to an internally illuminated digital LED unit would in my view increase the visual prominence of the advertisement compared with the
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existing situation. This, taken with the sequentially changing nature of the proposal would to my mind introduce an alien and visually prominent feature which would cause material harm to the character and appearance of the area as a result.

6. The appellant contends that the site has previously accommodated an illuminate tri-vision display, rotating between three dedicated advertisement images. However, aside from a google street view image from 2008, I have limited technical information on this and in particular, the illuminance levels this previous image produced. From what I saw on the site visit, this is no longer the case. The weight I can attach to this evidence is therefore limited.
7. As a result, I conclude the advertisement proposed would appear dominant and visually intrusive. The proposal would have an unacceptable effect on the character and appearance of the area. The Council have drawn my attention to policies CC1, CC2 and CC5 from the Hounslow Local Plan (LP) 2015. Whilst these policies alone cannot be decisive, I have taken them into account as a material consideration.
8. The proposal would be detrimental to the interests of amenity. The appeal is therefore dismissed.

C Masters

INSPECTOR