

Appeal Decision

Site visit made on 7 May 2017

by **S Jones MA(Oxon) DipLP**

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

Decision date: 25 May 2017

Appeal Ref: APP/F5540/Z/17/3169038
109 Devonshire Road, London W4 2AN

- 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 Ms Liang and Tesla Motors Ltd against the decision of the Council of the London Borough of Hounslow.
 - The application Ref 00614/D/AD16, dated 19 October 2016, was refused by notice dated 14 December 2016.
 - The advertisement proposed is installation of 1x internally illuminated fascia sign and 2x other illuminated signs.
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Preliminary Matter

1. I have adopted the description from the Councils Decision Notice, for brevity.
2. On inspection, the illuminated signs appeared to be already in situ, and this is acknowledged by the appellant. Therefore this is effectively a retrospective matter.

Decision

3. The appeal is dismissed.

Main Issue

4. The main issue is the impact of the proposed illuminated advertisements on the character and appearance of the area

Reasons

5. Powers to regulate advertisements may be exercised only in the interests of amenity and public safety. Public safety is not a matter raised in this case. I am aware of and have considered the 2015 Hounslow Local Plan Policies CC1, CC2 and CC5 insofar as they are material to my determination of this matter.
 6. The appeal site is a commercial premises on the corner of a major roundabout by the dual carriageway overpass. The surrounding area is mainly residential, and includes in close proximity the Grade 1 Listed Hogarths House followed by the Grade 1 Listed Chiswick House and landscape within its Conservation Area, so that the area is relatively green. There are very few advertisements or signage in the area, other than highway signage.
 7. I appreciate the need for commercial advertising and establishing the Tesla brand, particularly as a newcomer in a competitive market. I understand that
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advertisements have been permitted under other applications, but the issue here is the illumination requested. The appeal site is a prominent and unusual site, with the opportunity to catch the eye from the volumes of passing traffic on the Hogarth Road and the flyover.

8. However, the internally illuminated bold red colour would be unlike any other in the vicinity, and would be visually dominant in an area that is otherwise un-commercialised. This would contrast with the overall residential nature of the Devonshire Road area, including the flats behind. It would have a negative impact on the character and appearance of that surrounding area and the existing streetscene, and would result in unacceptable harm to visual amenity.

Conclusion

9. For the reasons given above, and having regard to the previous appeal decision raised and all other matters, I conclude that the illuminated display of the advertisements would be detrimental to the interests of visual amenity, and the appeal should be dismissed.

S Jones

INSPECTOR