

Appeal Decision

Site visit made on 19 May 2017

by **C J Ball** DArch DCons RIBA IHBC

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

Decision date: 26 May 2017

Appeal Ref: APP/K5030/Z/16/3164781

o/s Kings Bench Walk, Victoria Embankment, London EC4Y 7EN

- 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 JCDecaux UK Ltd against the decision of the City of London Council.
 - The application Ref 16/00457/ADVT, dated 30 July 2016, was refused by notice dated 24 November 2016.
 - The advertisement proposed is an internally illuminated advertisement on a bus shelter.
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Decision

1. The appeal is dismissed.

Main issue

2. The effect of the proposal on the visual amenity of the area.

Reasons

3. The internally illuminated double sided LCD screen advertisement would be a freestanding but integral part of a new bus shelter replacing the existing shelter on the roadside outside Inner Temple Gardens, a designated Historic Park and Garden. The site lies on the north side of the Victoria Embankment, on the wide pavement backed by the wall, railings and trees of the gardens. The site is within the Inner Temples Conservation Area and within the shared setting of several grade II listed buildings – Hamilton House, Kings Bench Walk and 2-4 Temple Avenue to the east; the Embankment Wall, lamp standards and War Memorial to the south; and 1-4 Inner Temple Gardens and the garden Gates and Lodge to the west.
 4. The shared setting of important listed buildings within the conservation area contributes much to its distinctive character and cultural significance as a designated heritage asset. Altogether this means that the site is in a markedly sensitive location.
 5. I saw that there are very few advertisements of any sort in the local area. The large illuminated advertisement screen would occupy the full height and width of the bus shelter. Facing east and west it would be a particularly noticeable and incongruous feature in this highly valued townscape. It would make a very apparent and unacceptable visual intrusion into the street scene, with its size and nature causing harm to the distinct historic, architectural and cultural characteristics of the area. In the terms of Framework 67, this is a poor place for such an advertisement since it would have such a negative impact on the appearance of the built environment.
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6. The proposal would conflict with the Council's policies aimed at controlling advertisements and protecting heritage assets and would not preserve the character and appearance of the conservation area or the setting of the listed buildings. While there would be some associated public benefits, they would be nowhere near sufficient to justify the harm identified to heritage assets.
7. For the reasons given above I conclude that the display of the advertisement would be detrimental to the interests of visual amenity.

Colin Ball

Inspector