
Appeal Decision

Site visit made on 26 July 2017

by J A B Gresty MA MRICS

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

Decision date: 09 August 2017

Appeal Ref: APP/L5810/Z/17/3175786

437 – 439 Upper Richmond Road West, East Sheen, London SW14 7PJ

- 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 New World Payphones against the decision of Richmond upon Thames London Borough Council.
 - The application Ref 17/0190/ADV, dated 16 January 2017, was refused by notice dated 20 March 2017.
 - The advertisement proposed is an internally illuminated digital panel as integral part of Telephone Kiosk.
-

Decision

1. The appeal is dismissed.

Main Issues

2. The main issues in this case are the effect of the proposed sign on the visual amenity of the local area and the effect of the proposed sign on public safety

Reasons

Visual Amenity

3. The proposal is for an internally illuminated digital advertisement display which would be installed on the back wall of a new telephone kiosk which the appellant proposes to install. The proposed display would occupy most of the back wall of the kiosk.
4. This part of Upper Richmond Road West is predominantly retail in character and appearance with shops and other commercial premises close to the appeal site. There are some residential flats on the first and second floors above the ground floor commercial premises. There is a wide range in style and design of shop front in the local area. However, few of the nearby shop fronts are internally illuminated and internally illuminated advertisement displays are not a prominent feature of the local area. Also, the pavement on this part of Upper Richmond Road West is relatively free of prominent street furniture, giving the pavement around the proposed kiosk an uncluttered and spacious appearance. The proposed display would stand out as a prominent and incongruous feature in the street scene which would be at odds with the prevailing appearance of the local area. In this respect it would be harmful to the visual amenity of this part of Upper Richmond Road West.

5. The proposed display would fail to meet the aims of good design sought by Policy CP7 of the London Borough of Richmond upon Thames Core Strategy and Policies DM DC 1 and DM DC 8 of the London Borough of Richmond upon Thames Development Management Plan (DMP). This does not weigh in favour of the proposed development.

Public Safety

6. The proposed display would be situated close to the road and a pedestrian crossing in a position where it would be open to close and clear view to users of the highway approaching the pedestrian crossing. As a consequence of its prominence and location, the proposed display would be a potential distraction for users of the highway, placing users of the highway and pedestrians crossing the road in potential danger. In this respect, the proposed advertisement display would be harmful to the safety of users of the highway and pedestrians using the road crossing. In this respect the proposed display would be contrary to the aims of DMP Policies DM DC 8 and DM TP 6 which does weigh in support of the appeal proposal.

Conclusion

7. For the above reasons, I conclude that the appeal should be dismissed.

J A B Gresty

INSPECTOR