



Appeal Decision

Site visit made on 26 November 2019

by Colin Cresswell BSc (Hons) MA MBA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 10 December 2019

Appeal Ref: APP/X5990/Z/19/3236339

25 Wilton Road, London SW1V 1LW

- 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 Craig I'bell against the decision of City of Westminster Council.
 - The application Ref 19/00615/ADV, dated 28 January 2019, was refused by notice dated 9 July 2019.
 - The advertisement proposed is "Two sets of vertical built up letters with internal illumination, one on each side of the building. Two vertical box signs with internal illumination, one on each side of the building. Two sets of horizontal letters fixed to the ground floor facade, internally illuminated, one on each side of the building".
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Decision

1. The appeal is allowed and express consent is granted for "Two sets of vertical built up letters with internal illumination, one on each side of the building. Two vertical box signs with internal illumination, one on each side of the building. Two sets of horizontal letters fixed to the ground floor facade, internally illuminated, one on each side of the building" as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Main Issue

2. The main issue is the effect of the proposal on visual amenity.

Reasons

3. Parnell House (No 25 Wilton Road) is a large 10 storey building which mainly contains offices. It has street frontages along both Wilton Road and Vauxhall Bridge Road, with high volumes of traffic and pedestrians passing in the vicinity of the site. The property is surrounded by other large buildings, many of which are commercial in nature. Nearby historic buildings include the Grade II listed Victoria Station in Wilton Road and the Grade II* listed New Victoria Theatre, which adjoins the appeal property.
4. The Parnell House elevation facing Vauxhall Bridge Road features extensive glazing, whereas the Wilton Street frontage has a more solid appearance. Both elevations are distinctly contemporary in their architectural style. It seems to me that the design and placement of the proposed signs would be consistent with this contemporary appearance. Although the proposed signs would be relatively large, they would not appear out of proportion in the context of this substantially sized building.

5. Internally illuminated signs of the proposed size and height above ground are not common features within the immediate surroundings. However, I have found that the signs would be compatible with the design of Parnell House and they would be viewed in the context of a busy commercial area. As such, I do not consider that they would appear unduly dominant or unacceptably add to the amount of street clutter in this particular location. For the same reasons, the proposed signs would not distract from the appearance of the nearby listed buildings. Their setting would be preserved.
6. I conclude that the proposal would have an acceptable effect on visual amenity. There would be no conflict with Policy DES8 of the Westminster Unitary Development Plan, which seeks to ensure that signs and advertisements are compatible with the townscape. There would also be no conflict with Policy S28 of Westminster's City Plan, which promotes good design.
7. The appeal is therefore allowed.

Colin Cresswell

INSPECTOR