

Appeal Decision

Site visit made on 14 December 2019

by John Braithwaite BSc(Arch) BArch(Hons) RIBA MRTPI

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

Decision date: 09 March 2020

Appeal Ref: APP/X5210/G/19/3229039

Morton Hotel, 1-2 Woburn Place, London WC1H 0LH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a Discontinuance Notice relating to the display of an advertisement with deemed consent.
 - The appeal is made by Imperial London Enterprises Limited against discontinuance action by the Council of the London Borough of Camden.
 - The Council's reference number is EN15/0077. The Discontinuance Notice is dated 26 March 2019. The advertisement concerned is an internally illuminated sign at first floor level on the corner elevation at Morton Hotel.
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Decision

1. The appeal is dismissed. The Discontinuance Notice shall come back into effect immediately and the display of an advertisements with deemed consent shall cease by the end of 21 days from the date of this decision.

Reasons

2. The main issue is whether the continued display of the advertisement with deemed consent would be substantially detrimental to the interests of amenity. In this case the interests of amenity are the character and appearance of the building and the Bloomsbury Conservation Area within which it is located.
3. The sign is supported by stone balustrading over a corner porticoed entrance to a bank. The substantial sign projects beyond the outer face of the portico and is held in place by two metal bars fixed to the stone mullion of a corner first floor window. The sign, irrespective of its internal illumination and given its corner location and its position relative to the frontage of the building and the portico, is a visually intrusive feature that has a significant adverse effect on the traditional character and appearance of the building.
4. The advertisement, also given its location relative to the building and its height above ground level, is a prominent and visually unattractive feature in views along Bernard Street and Russell Square. These roads are principal thoroughfares in the area and the advertisement has a significant adverse effect on the character and appearance of the Bloomsbury Conservation Area. The sign is substantially detrimental to the interests of amenity. The Development Plan is only a material consideration in advertisement cases but it is worth noting that the advertisement conflicts with policies D2 and D4 of Camden's Local Plan 2017.
5. All matters mentioned in support of the appeal have been taken into account but do they do not, either individually or collectively, alter the conclusion that the advertisement is substantially detrimental to the interests of amenity.

Conclusion

6. For the reasons given above the continued display of the advertisement with deemed consent would be substantially detrimental to the interests of amenity.

John Braithwaite

Inspector