



Appeal Decision

Site visit made on 30 September 2020

by M Aqbal BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 October 2020

Appeal Ref: APP/N5660/Z/20/3255842

10 Dylan Road, London SE24 0HL

- 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 Shurgard UK Limited against the decision of the Council of the London Borough of Lambeth.
 - The application Ref 20/00234/ADV, dated 21 January 2020, was refused by notice dated 15 May 2020.
 - The advertisements proposed are two fascia signs with red background and white letters and symbols.
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Decision

1. The appeal is allowed and express consent is granted for the display of the advertisements 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 proposed signs on amenity with regard to the character and appearance of the appeal property and area.

Reasons

3. The appeal property is a large, modern commercial building. The surrounding area is varied in character and appearance and includes industrial and commercial premises to the north and south of the site, with traditional terraced housing located directly opposite along Milkwood Road. There is also a community park and school further along this road. The nearby non-residential premises incorporate signage which is generally non-illuminated and in a variety of styles, sizes, colours and materials.
4. The host property incorporates a limited amount of non-illuminated fascia signage in the form of lettering applied to its cladding. The two proposed fascia signs would also be non-illuminated and logically positioned on two separate elevations of the building, which are visible from the highway.
5. The proposed signs would broadly align with the existing signage and any projection associated with these would be modest and not particularly discernible. There would also be an appreciable degree of separation from the existing signs. This, along with the difference in styles between the existing and proposed signs would ensure that they do not appear cramped.

Consequently, and in the context of a commercial building and its overall size, the proposed signage would not be excessive or disproportionate in scale.

6. Also, by incorporating a red background and a contemporary style, the new signs would be consistent with a similar shade of cladding that is incorporated in the wider building and would also complement its modern design. Based on this and the aforementioned observations, the proposed signs would assimilate with the building without any adverse effect on the streetscene.
7. For the above reasons, the proposed signs would not harm amenity with regard to the character and appearance of the appeal property and area. As such, I find no conflict with policies Q2, Q5 and Q17 of the Lambeth Local Plan (2015) and the Council's Advertising and Signage Guidance (2016), insofar as these are material to considering amenity.

Other matters

8. I have taken account of matters raised by local residents, the Herne Hill Society and a local MP on behalf of a constituent. Based on the non-illuminated form of the proposed signage and separation from the neighbouring residential properties and the highway, there are no clear reasons for me to conclude that these would adversely affect the living conditions of neighbours or highway safety.
9. Each application is assessed on its individual merits, having regard to the relevant considerations specific to it. As such, my findings in relation to this appeal would not set a precedent for other applications for advertisements in the area. Allegations in respect of any breaches of the existing planning controls and the maintenance of the appeal site are not within the remit of this appeal.

Conclusion

10. For the reasons set out above, I conclude that the appeal should be allowed, subject to the five standard conditions as set out in the Regulations.

M Aqbal
INSPECTOR