



Appeal Decision

Site visit made on 24 April 2023

by Alison Scott (BA Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 10 May 2023

Appeal Ref: APP/R5510/Z/22/3310356

Pavement Outside 55-57 Uxbridge High Street, Uxbridge UB8 1LN

- 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 London Borough of Hillingdon.
 - The application Ref 77293/ADV/2022/34, dated 25 May 2022, was refused on 15 September 2022.
 - The advertisement proposed is Installation of an internally illuminated freestanding double-sided digital advertisement unit - advertised space measuring 1065mm x 1895mm.
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Decision

1. The appeal is dismissed.

Main Issue

1. The main issue in the appeal is the effect on the amenity of the local area.

Reasons

2. In accordance with the Regulations¹, I have taken into account the provisions of the development plan so far as they are material.

Amenity

3. The appeal site is located on the periphery of Old Uxbridge/Windsor Street Conservation Area (CA). The CA is significant for its rich tapestry of Georgian buildings grown organically but interspersed with some striking Victorian examples of formal and decorated buildings, laid out on narrow streets. More modern architectural intervention juxtaposes with the historic fabric creating a varied streetscape to the town centre.
4. There is currently a tall column shaped advertisement display located within the footway that forms part of the street furniture within the local area. It has a Parisian inspired appearance to it and is a pleasant addition to the street scene. It would be replaced with a modern 'smart city unit' that would deliver media messages to the passing motorist and pedestrian and using smart technology to communicate to other displays as a media hub.
5. It would be of a very different characteristic to the existing static display. I appreciate there has been a history of advertisements here. Whilst I have taken this into consideration as part of my assessment and it carries some

¹ Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

weight, I have also experienced the appeal site circumstances on the ground against the surrounding environment.

6. This type of advertisement would be experienced in a commercial context where other illuminated adverts are present, although they are largely associated with commercial and shop units they are displayed upon. This advert would be different in its characteristics as it would be a prominent, free-standing digital display with moving images. Given its modern design with LED display of images that would change at regular intervals, this creates a new form of advertising within the local area.
7. There is street furniture in existence and large-scale buildings here. Nevertheless, as a free-standing double-sided digital screen with a changing display would set it apart from the other existing illuminated town centre adverts that are an inevitable part of the fabric of the town centre. This display by virtue of its prominent location in the middle of a pedestrian area, scale, illumination and moving display would be visually intrusive and detrimental to the amenity of the local area.
8. I am mindful of the relationship between the site and the CA to which it shares a close relationship, and the contribution that the setting makes to the significance. The setting of the CA is experienced in a high street context with its various advertisements.
9. However, as this proposed display would integrate poorly into its environment and result in an over-dominant and garish form of development, it would have a discernible effect upon the setting of the CA to which it would be experienced. This would result in some diminishing of the significance of the CA.
10. To conclude, the harm to amenity that I have identified would conflict with Local Plan policies in so far as they are relevant to the proposal. Therefore, it would meet the aims and objectives of the Hillingdon Local Plan Part 1 2012 Policies HE1 and BE1, and Policies DMHB 1, 2, 4, 11, 12 13A of the Hillingdon Local Plan Part 2 2020 in respect of protecting the historic environment and good design aims, as well as the same objectives of the London Plan 2021 Policies D3, D8 and HC1. It would also not comply with the National Planning Policy Framework that seeks to avoid poorly sited and designed adverts. However, I find no direct relevance to Policy 21 of the Hillingdon Local Plan Part 2 as it refers to telecommunications or Policy DMHB 3 as this specifically relates to locally listed buildings.

Conclusion

11. For the reasons given above and having had regard to all other matters raised, the appeal is dismissed, and advertisement consent is refused.

Alison Scott

INSPECTOR

