



Appeal Decision

Site visit made on 22 June 2023

by A Price BSc MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 30 June 2023

Appeal Ref: APP/F5540/H/22/3311708

Units 32-34 The Centre, High Street, Feltham, Hounslow TW13 4AU

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Merkur Slots UK Ltd against the decision of the Council of the London Borough of Hounslow.
 - The application Ref 00230/32-34/AD5, dated 22 August 2022, was refused by notice dated 10 November 2022.
 - The advertisement proposed is described on the application form as 'new internally illuminated projecting sign and new internally illuminated fascia sign.'
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Decision

1. The appeal is allowed and express consent is granted for the display of the internally illuminated projecting sign and internally illuminated fascia sign at Units 32-34 The Centre, High Street, Feltham, Hounslow TW13 4AU 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.

Procedural Matters

2. I have also dealt with other appeals at this site¹. Those appeals are the subject of a separate decision.

Main Issue

3. The main issue is the effect of the advertisements on amenity.

Reasons

4. The appeal site forms an established commercial unit within a modern shopping centre known as The Centre. The existing shopfront is contemporary in design.
5. A significant number of signs and advertisements exist in the vicinity of the site. These vary in size but where related to a commercial unit are typically confined to the fascia of shopfronts. Signs are generally of modern materials. Some, but not all, appear to be illuminated.
6. The proposed signs would be visible from The Centre and from parts of adjoining High Street. However, they would be confined to the fascia panel of the shopfront, consistent with the surrounding area. They would not appear out of proportion or out of place. Rather, they would assimilate to an acceptable standard with the surrounding area.

¹ 3311701, 3311704

7. The proposed signs would be internally illuminated. However, their appearance is likely to be fairly subtle given their overall size and position. In any case, illumination is not unusual in a town centre location such as this.
8. Overall, I conclude that the proposed advertisements would be acceptable in respect of amenity and, by consequence, there would be no conflict with Policies CC1 and CC5 of the Hounslow Local Plan 2015-2030 (adopted 2015). These policies, in summary, seek to ensure that proposals are of a high-quality design, with advertisements and signs designed not to have a negative impact on the visual amenity of the surrounding area. The approach here is in a similar vein to the objectives of the National Planning Policy Framework, insofar as good design and advertisements are concerned.

Conditions

9. This permission is subject to the five standard conditions set out in the Regulations.
10. The Council has requested that additional non-standard conditions should be included. This includes limiting the level of illumination. However, there is no substantive evidence before me to demonstrate that what is proposed would cause highway safety or amenity problems for neighbours. Non-standard conditions would therefore be unnecessary.

Conclusion

11. For the reasons outlined above, and taking all other relevant matters into consideration, I conclude that the appeal should be allowed subject to the five standard conditions set out in the Regulations.

A Price

INSPECTOR