



Appeal Decisions

Site visit made on 19 December 2023

by Chris Baxter BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 7 February 2024

Appeal A Ref: APP/F5540/H/23/3321218

598-608 Chiswick Gate, Accent, Chiswick High Road, Chiswick, Hounslow, London W4 5RT

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (Regulations) against a refusal to grant express consent.
 - The appeal is made by Mr Martin Stephens of JCDecaux UK Limited against the decision of London Borough of Hounslow.
 - The application Ref 00248/O/S598-608/AD2, dated 15 December 2022, was refused by notice dated 30 March 2023.
 - The advertisement proposed is installation of a multifunctional communication hub including defibrillator and advertisement display.
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Appeal B Ref: APP/F5540/W/23/3321214

598-608 Chiswick Gate, Accent, Chiswick High Road, Chiswick, Hounslow, London W4 5RT

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Mr Martin Stephens of JCDecaux UK Limited against the decision of London Borough of Hounslow.
 - The application Ref 00248/O/S598-608/P1, dated 15 December 2022, was refused by notice dated 30 March 2023.
 - The development proposed is installation of a multifunctional communication hub including defibrillator and advertisement display.
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Decision

1. Both appeals are allowed and planning permission and express consent are granted for the installation of a multifunctional communication hub including defibrillator and advertisement display at 598-608 Chiswick Gate, Accent, Chiswick High Road, Chiswick, Hounslow, London W4 5RT in accordance with applications Ref: 00248/O/S598-608/AD2 (Appeal A) and Ref: 00248/O/S598-608/P1 (Appeal B), both dated 15 December 2022, subject to the conditions set out in the attached schedule.

Preliminary Matter

2. There are two appeals relating to the same site. Appeal A is against the refusal of advertisement consent with appeal B relating to the refusal of planning permission. The appeals are intrinsically linked and raise similar issues. To avoid repetition I have detailed the findings under a single reasoning section. Nonetheless, each proposal an appeal has been considered individually on its own merits.

Main Issue

3. The main issue is the effect of the proposals on the visual amenity of the area, including whether they would preserve or enhance the character or appearance of the Thorney Hedge Conservation Area.

Reasons

4. The appeal site is located on a wide pedestrian pavement adjacent to a large modern commercial unit. The area surrounding the appeal site is characterised by a mix of residential and commercial buildings set either side of the A315 highway with associated highway paraphernalia such as bus stops, street signage, advertisements, bollards, post boxes, street lighting etc. The site lies within close proximity to the Thorney Hedge Conservation Area (CA) with the Conservation Area Appraisal for this CA describing the CA's special architectural and historic interest being in the high quality Victorian architectural detailing which is essential to the identity of the Gunnersbury part of Chiswick.
5. The communication hub and advertisement would be a prominent and noticeable feature within the street scene. It would be set against the backdrop of a large modern commercial building and would not appear out of keeping in this commercial setting. This development would be a common feature that blends in with the existing street furniture in the area and would not have a detrimental effect on visual amenity in the area.
6. Due to the developments location, scale and design, it would not be an incongruous structure and it would not harm the character, appearance or setting of the CA. The development would have an element of illumination, however, the degree of illumination as well as image movements can be controlled to ensure that advertisements are not glaring, visually obtrusive or be distracting and therefore would not harm the pedestrian experience, either during the day or at night time.
7. Accordingly, the proposals would not have a harmful effect on the visual amenity of the area, including the character, appearance and setting of the CA. The proposals would be in accordance with Policies CC1, CC2 and CC5 of the London Borough of Hounslow Local Plan and the National Planning Policy Framework which seeks development to sustain and conserve areas which have a high quality, well established and coherent character and promote high quality urban design.

Conditions

8. In respect of appeal A, I have imposed the five standard conditions set out in the Regulations. In the interests of visual amenity and public safety as well as the advertisement being in a sensitive location close to the CA, I consider it necessary to impose conditions restricting the illumination of the display and that the display shall not change at a frequency of more than once every 10 seconds, that there shall be no moving, or apparently moving images, or sequencing of images over more than one display and that the interval between successive displays should be instantaneous.
9. For appeal B, conditions relating to timeliness and the identification of plans are necessary in the interests of proper planning and to provide certainty.

Conclusion

10. For the reasons given above, I conclude that the appeal should be allowed subject to the conditions detailed in the attached schedule.

Chris Baxter

INSPECTOR

Schedule of Conditions

Appeal A

The consent is for five years from the date of this decision and in addition to the five standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, is subject to the following conditions:

- 1) The intensity of the illumination of the advertisement permitted by this consent during day time shall be no greater than 600 candela/square metre and during night time shall be no greater than 300 candela/square metre.
- 2) There shall be no moving, or apparently moving images, or sequencing of images over more than one display.
- 3) The display shall not change more than once every 10 seconds and the interval between successive displays shall be instantaneous (of no greater than 1 second).

Appeal B

- 1) The development hereby permitted shall begin not later than 3 years from the date of this decision.
- 2) The development hereby permitted shall be carried out in accordance with the following approved plans: A02094/01; A02094/02; and details within "Hub Unit Detail – Appendix A" document.