



Appeal Decision

Site visit made on 21 January 2025

by Alison Scott (BA Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 29 January 2025

Appeal Ref: APP/A5270/Z/24/3349322

1-5 Bond Street, Ealing, W5 5AP

- 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 Nando's Chickenland Ltd. against the decision of the Council of the London Borough of Ealing.
 - The application Ref is 241047FUL.
 - The advertisement proposed is Installation of a powder-coated, fret cut, steel screen to existing granite fascia and tiles to front elevation.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. Since the appeal was submitted, a revised National Planning Policy Framework (the Framework) has been published. This has not raised any new matters which are determinative to the outcome of this appeal.
3. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require decisions to be made only in the interests of amenity and public safety. Factors relevant to amenity are stated by the Regulations to include the general characteristics of the locality, including features of historic or architectural interest.
4. The site is within the Ealing Green Conservation Area (CA). Therefore, as the proposal relates to development within the CA, I have had special regard to section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act.
5. The reason for refusal relates to amenity only and the Council raises no concerns regarding public safety. There is no reason for me to come to a different view on public safety.
6. The description of the proposal in the banner heading differs from the appellant's application form submitted to the Council. I have applied the Council's description as it more accurately describes the proposal before me. I note the same description was followed through in the appeal form.

Main Issue

7. The main issue is whether the proposed advert would preserve or enhance the character or appearance of the Ealing Green Conservation Area.

Reasons

8. The appeal site is located within the Ealing Green CA. Its significance is derived from its historic and varied architectural interest with buildings dating from the 18th Century onwards. Bond Street is a good example of Edwardian commercial streetscape constructed from red bricks and stone dressing and prominent, pitched front gables define the streetscape. The view to the north is closed by the fine Edwardian elevation of the New Broadway. The locale displays a high-quality townscape as a whole.
9. The proposed display would replace the existing Nando's sign and encompass the full front fascia of the building constructed from fret cut mild steel and attached to the existing granite fascia together with a hanging sign.
10. The appeal building forms part of a wider parade of shops flanking both sides of Bond Street. There is a strong visual symmetry to this street created by the continuation of the same red-brick Edwardian parade with ground floor shops. The traditional and decorated floors above the ground floor units creates an attractive and vibrant character to the shopping area.
11. Fascia advertising is not uncommon within the locality. It varies in form across the parade of shops with awnings adding to an attractive quality to the shopping environment. Signage is typically small in scale and unique to each particular unit.
12. Nando's occupies a much wider shop front than most of the other units seen in close range as it spans across three bays. The new signage would obscure all the fascia granite that although is modern in style, has a neutral effect upon the character and appearance of the CA. As it would encompass the full three bays of the restaurant and the full depth of the fascia, it would represent a very wide and deep advertisement with a highly prominent visual appearance. Together with its colourful, abstract and contemporary pattern would result in a garish and visually strident form of advertising in this historic and more traditional context. Despite the modern signage brought to my attention by the appellant, this proposed advert would be made further severe when viewed in the context of the more subtle and traditional forms of advertising seen along the parade.
13. The other examples of Nando's adverts brought to my attention by the appellant do not compare to the proposal or its circumstances and are afforded limited weight. Consequently, it would not respond to local distinctiveness and therefore significantly at odds with the traditional character of the locality. To that end it would not preserve or enhance the character or appearance of the Ealing Green Conservation Area.
14. To conclude on this main issue, the proposal would result in harm to the character and appearance of the Ealing Green Conservation Area. The Council have drawn my attention to policies within the National Planning Policy Framework, Policies D3 and HC1 of the London Plan (2021), policies 7.4 and HC1 of the Ealing Development Management DPD (2013), Ealing Local Plan policy DAA, Central Ealing Neighbourhood Development Plan 2017 - 2026 policy HBE1, Generic Management Plan for Conservation Areas and Ealing Green Conservation Area Character Addendum, July 2023. I find that the proposal would conflict with these policies only insofar as they relate to amenity.

Conclusion

15. The appeal is dismissed.

Alison Scott

INSPECTOR