
Appeal Decision

Site visit made on 23 January 2025

by **Alison Scott (BA Hons) Dip TP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 4 February 2025

Appeal Ref: APP/P5870/Z/24/3346987

63 High Street, Sutton SM1 1HR

- 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 Nationwide Building Society against the decision of the Council of the London Borough of Sutton.
 - The application Ref is DM2024/00177.
 - The advertisement proposed is Retention and display of an internally illuminated fascia sign, an internally illuminated projecting sign, ATM surround signage and internal window signs.
-

Decision

1. The appeal is allowed and express consent is granted for the retention and display of an internally illuminated fascia sign, an internally illuminated projecting sign, ATM surround signage and internal window signs at 63 High Street Sutton in accordance with the terms of the application, Ref DM2024/00177. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

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. As this appeal relates to an advertisement consent, in accordance with the Regulations¹, their effect on amenity and public safety are the only matters to consider. Therefore, I have taken into account the provisions of the development plan so far as they are material.
4. I have carried forward the description of the proposal within the banner heading taken from the Council's decision notice. I note the appellant has used this in their appeal form. It more succinctly describes the proposal before me.

Main Issue

5. The main issue is the effect of the proposed advertisement on amenity.

Reasons

6. The appeal site is located within the Sutton Town Centre and Street Cross Road conservation area (CA). Development in Sutton accelerated in the Victorian era. The High Street was built as predominantly Victorian terraces with purpose-built

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

banks, hotels and shops with living quarters above. The High Street is linear in nature and fully pedestrianised. The significance of the CA is derived from the red brick traditional Victorian architecture, decorated fenestration and characterful variety to its architectural styles.

7. The appeal site consists of a modern glass shopfront with recessed centrally positioned main entrance and fascia panel sign extending the full width of the shop unit. Nationwide Building Society as a brand is updating their image and signage across the UK. I could see the advert is currently installed and the full width fascia panel with projecting letters reads 'nationwide' together with a motif and hanging sign to one end of the fascia. The advert displays their traditional corporate colours. The ATM has its one shroud with surrounding internally illuminated shroud.
8. In this retail context, adverts are varied, and some have more traditional characteristics than others. However, in the main, a large proportion of signage is modern with trough lighting, or internally illuminated. Many adverts relate to the multi-national and well-known brand they are associated with.
9. Whilst I note the concern from the Council regarding their preference for external trough lighting, proportionately the characters of the sign do not dominate the fascia and illumination is lit from behind. It does not possess a garish or strident quality to its appearance. I consider it has a neutral effect upon the character and appearance of the CA.
10. The Council point me to the Sutton Town Centre Conservation Area, the National Planning policy Framework, Policy HC1 of the London Plan 2021, Policies 28 and 30 of the Sutton Local Plan 2018 and guidance set out within SPD14 and the Sutton Town Centre Conservation Area Character Appraisal and Management Plan (2019) and Sutton Town Centre Masterplan (2016). I have taken into account the provisions of the development plan which are material only in so far as they relate to character and design and adverts, and safeguarding heritage assets.

Conditions

11. Apart from the 5 standard conditions set out in the Regulations, there are no additional conditions I believe necessary to impose.

Conclusion

12. For the reasons given above and having had regard to all other matters raised, the appeal is allowed and express consent is granted.

Alison Scott

INSPECTOR