
Appeal Decision

Site visit made on 4 March 2025

by David Reed BSc DipTP DMS MRTPI

an Inspector appointed by the Secretary of State for Housing, Communities and Local Government

Decision date: 17 March 2025

Appeal Ref: APP/C2741/Z/24/3350979

Roomzzz Aparthotel, Terry Avenue, York YO23 1FG

- 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 Parklane Group against the decision of City of York Council.
 - Two individual displays forming part of the application Ref 24/00431/ADV, dated 8 March 2024, were refused by a split decision dated 9 July 2024.
 - The advertisements concerned are the display of two non-illuminated fascia signs B and D at high level on the eastern and northern elevations at the Roomzzz Aparthotel.
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Decision

- 1 The appeal is allowed and express consent is granted for the display of two non-illuminated fascia signs B and D at high level on the eastern and northern elevations at Roomzzz Aparthotel, Terry Avenue, York YO23 1FG, in accordance with the terms of the application, Ref 24/00431/ADV, dated 8 March 2024, subject to the standard conditions in the advertisement regulations.

Preliminary Matters

2. Signs B and D are already in place. Whilst described in the application and appeal papers as non-illuminated, sign B was internally illuminated in the evening on the date of the site visit. Sign D was non-illuminated.

Main Issue

3. The main issue is the effect of the advertisement displays on the visual amenity of the area, including the effect on the character and appearance of the New Walk/Terry Avenue Conservation Area (the CA).

Reasons

4. The appeal relates to two advertisement displays which have been erected on the recently built Roomzzz Aparthotel on the west bank of the River Ouse south of the city centre. These form two of a number of displays on the building, the remainder of which have already been permitted.
5. The Aparthotel is a large modern contemporary building with three storeys of accommodation above a raised ground floor level and an undercroft basement. The two displays in question comprise the white lettering/logo 'Roomzzz' fixed direct to the building with no background. Even though each sign is overall about 3 m x 0.7 m in size, because the displays are mounted high on the building, above the third floor, and the building is so large, from

the ground nearby they appear as quite modest advertisements, not out of scale in relation to the host building. Comprising a single name, with thin white handwriting style lettering set against red brick and cladding, the signs are not garish or unduly attention seeking but instead relatively discreet and restrained when seen by those passing by.

6. Sign B high on the eastern elevation at one end of the building faces the riverside Terry Avenue, lined with large trees on both sides, and the River Ouse itself, maybe 50 m wide at this point. Sign D is high on the return northern elevation and can also be seen from the river corridor. On the far bank the New Walk, a well-used footpath/cycleway, runs between further rows of large trees. The river corridor south of Skeldergate Bridge has been designated as a CA to recognise the historic planned landscape on the east bank and its attractive tree lined character generally. However, the small scale of Signs B and D in the context of the host building and the large-scale CA with its long-distance views across and along the river result in minimal impact on the character and appearance of the CA. The trees along the frontage of the building serve to filter views of the signs when seen from Terry Avenue and the duplicate lines of trees along the sides of the river filter and sometimes completely screen views of the signs from the east bank and the CA as a whole, particularly when the trees are in leaf.
7. Sign D on the northern elevation also faces towards Dukes Wharf, a modern development with five storeys of residential apartments located next to the Aparthotel separated by two access drives. The living room windows of the flats on the southern elevation of Dukes Wharf thus face the Aparthotel with a minimum separation distance of about 22 m, but this outlook was judged acceptable when the latter was granted planning permission in 2016¹. The addition of the relatively discreet and restrained non-illuminated sign D high up on the building adds little to its impact on this outlook, particularly as a large coniferous tree sited between the two buildings filters the view of the sign from many flats. Reflecting this, no objections were received to the appeal application from flat occupiers.

Conclusion

8. For these reasons, the two advertisement displays do not materially affect the visual amenity of the area nor cause significant harm to the character and appearance of the New Walk/Terry Avenue CA. The displays comply with Policy D13 of the recently adopted City of York Local Plan which support advertisements which are of a scale, design, material, finish, position and number that do not cause harm to visual or residential amenity and respect the character of the host building and street scene. The displays also comply with the legislative duty to have special regard to the desirability of preserving or enhancing the character or appearance of the CA.
9. Having regard to the above the appeal should be allowed.

David Reed

INSPECTOR

¹ Reference 15/02321/FULM