

# Appeal Decision

Site visit made on 10 December 2013

**by Mr C J Tivey BSc (Hons) BPI MRTPI**

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

**Decision date: 17 January 2014**

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**Appeal Ref: APP/X5210/H/13/2204799**

**Clifton House, Euston Road, London NW1 2BB**

- 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 Premier Inn (Hotels) Ltd against the decision of the London Borough of Camden Council.
  - The application Ref 2013/3799/A, dated 18 June 2013, was refused by notice dated 31 July 2013.
  - The advertisement proposed is 1 x Projecting Sign.
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## Decision

1. The appeal is allowed and consent for the display of 1x Projecting Sign as applied for is granted. 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 Matter

2. I note that during the determination of the advertisement application that the dimensions of the proposed sign were reduced to 1249mm wide x 5000mm high x 220mm deep. Furthermore, I am aware that the Council questions the need for a sign of the size proposed, stating that it would be disproportionately large for the purposes of way finding or identification. However, the National Planning Policy Framework (the 'Framework') states that advertisements should be subject to control only in the interests of amenity (and public safety), taking account of cumulative impacts. It is not for the decision maker to determine the need or otherwise for signage, therefore I have determined the appeal from this basis.

## Main Issue

3. The main issue is the effect of the sign on the character and appearance of the host building and the street scene.

## Reasons

4. The appeal site comprises a large ten storey building situated in a prominent position on the south eastern side of Euston Road. Large scale building forms predominate within the area and above ground floor signage is apparent on commercial properties within the vicinity.

5. The signage relates to the use of the floors above ground floor level as a hotel. Currently the hotel has consent for 2no. externally illuminated projecting signs and a fascia sign around the ground floor entrance, but no other signage.
6. Whilst the proposed signage in itself is of quite a large size, taking into account the significant scale of the facade of the building to which it would be attached, I am of the view that combined with its positioning at second and third floor level it would appear as a subservient feature. The site is on a very busy commercial route within walking distance of two main line stations and therefore I am of the view that the signage would not appear as an unexpected incidence within the street scene, even with internal illumination.
7. Taking into account the very built-up character of the site's immediate surroundings and the overall scale of the host building, I find that the proposed projecting sign would not be unduly prominent and therefore would not be detrimental to its appearance or be harmful upon the character of the street scene.
8. The Council has referred to policies of the Camden Local Development Framework Core Strategy 2010-2025 (CS) and the Camden Development Policies 2010-2025 (DP). Whilst not decisive, I have had regard to Policies CS14 and DP24 which require developments to be of the highest standard of design that respects local context and character. I have also been provided with a copy of Camden Planning Guidance 1-Design, which seeks to resist signage above fascia level. Whilst this can only be afforded limited weight, it also states that advertisements and signs should respect the form, fabric, design and scale of the host building and setting, and in this case I find that the proposal complies with this sentiment.
9. For the reasons given above, I conclude that the appeal should be allowed.

*C J Tivey*

INSPECTOR