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## Appeal Decision

Site visit made on 19 September 2019

**by G Pannell BSc (Hons) MA MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 22<sup>nd</sup> November 2019**

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**Appeal Ref: APP/X5210/Z/3224694**

**18 Store Street, London WC1E 7DH**

- 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 Stonegate Pub Company against the decision of the Council of the London Borough of Camden.
  - The application Ref 2018/5244/A, dated 30 October 2018, was refused by notice dated 11 February 2019.
  - The advertisement proposed is 1 x fascia, 2 x half A1 internally illuminated menu case, 1 x hanging sign.
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### Decision

1. The appeal is allowed and express consent is granted for the display of the 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign and 2 x externally and internally illuminated menu boards as applied for. 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. The original application included within its description 2 x café barriers and these are shown on the submitted plans, however these were considered by the Council to not require advertisement consent and as such they do not form part of my consideration.
3. I have taken the description of development from the Council's decision notice as this more accurately describes the signage that is proposed and has been confirmed within the appellant's initial documents.

### Main Issue

4. The main issue is whether the signs preserve or enhance the character or appearance of the conservation area.

### Reasons

5. The proposed advertising signs have already been provided on site. I understand that they replaced signs of a similar size.
6. Store Street is located within the Bloomsbury Conservation Area and comprises a mix of commercial properties with some residential uses on upper floors. On the opposite side of the street to the appeal site is a row of shops which have uniform shopfronts with identical styles of signage. The Conservation Area

Appraisal identifies that this terrace has a variety of small independent retail and café uses, with residential accommodation above. The entire front has recently been restored and unified in terms of detailed design and signage, to the benefit of the streetscape.

7. The Bloomsbury Conservation Area Appraisal highlights 18 Store Street as a building which contributes positively to the Conservation Area. The façade has a number of distinctive features with corbel details representing the head of a woman set on the console bracket, framing the fascia on both sides. There are also a number of mature street trees along Store Street which provide a sense of enclosure and these contribute positively to the character of the Conservation Area.
8. College Arms, 18 Store Street, is a public house which sits between a supermarket and university building. It is therefore very different in character to the uniform pattern of development opposite. On this side of the street the appearance and design of fascia signs varies, with some lettering being smaller and some larger. The use of applied lettering in modern materials is evident in the vicinity of the site. This contributes to the overall character of a vibrant commercial street.
9. The fascia sign is made of foamex and has a brick work pattern on it. Applied individual lettering is used to denote the name of the building. Slim trough lighting is situated above the sign and provides a discreet form of illumination with the use of LED lighting which will also highlight the important features noted on the façade. The use of a black fascia with gold lettering compliments the existing architectural features on the shopfront which are also black. The fascia sign is in proportion with the shopfront and the size of the lettering appropriate to its overall scale.
10. The projecting sign, whilst larger than those on the opposite side of the road, is located centrally between the two upper floor windows on a larger façade. The use of foamex instead of a more traditional timber sign is not perceivable from the public realm and its colour and detailing compliment the overall appearance of the building. The lighting is again discreet in its size and siting in relation to the projecting sign and does not detract from the visual amenity of the area.
11. Either side of the shopfront are sited two menu boxes which are both internally and externally illuminated. I note that the Council had no objection to the use of the lanterns proposed or the size, materials and positioning of the menu boards and that their objection is to the use of both internal and external illumination of the boards.
12. It is unlikely that the lanterns would be sufficient to provide a level of illumination to enable the menus to be read with ease by customers and therefore internal illumination would be required to enable the use of the menu boards. I therefore do not consider the level of illumination proposed to be excessive and noting the size of the lanterns would not result in a disproportionate level of illumination of the shopfront as a whole.
13. In addition both this building previously and those adjacent have had external illumination and therefore it is a feature which is already common place in this location and I consider that the lighting scheme before me would preserve the amenity of the Conservation Area.

14. I note that the Advertisement Supplementary Planning Document (SPD) does allow for trough lighting which is fixed discretely and is sympathetic to the design of the building on which it is located. The trough lighting proposed as part of this scheme is slimline and noting the use of LED lighting I consider the form of illumination to be appropriate and therefore is in accordance with the guidance provided within the SPD.
15. I consider that the signage and illumination, as a result of its overall design, scale and appearance, with discretely positioned lighting preserves the character and appearance of the Conservation Area.
16. I have taken into account policy DM4 of the Camden Local Plan 2017 which seeks to protect amenity and so is material in this case. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with this policy.
17. For the reasons given above I conclude that the display of the 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign and 2 x externally and internally illuminated menu boards would not be detrimental to the interests of amenity.
18. For the reasons given above, the appeal is allowed.

*G. Pannell*  
INSPECTOR