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# Appeal Decision

Site visit made on 10 March 2014

**by J D Westbrook BSc(Hons) MSc MRTPI**

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

Decision date: 25 March 2014

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**Appeal Ref: APP/H5390/H/13/2206281**

**Chester House, 81-83 Fulham High Street, London, SW6 3JW**

- 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 Mr Julian Cooper against the decision of the Council of the London Borough of Hammersmith and Fulham.
  - The application Ref 2013/03221/ADV, dated 31 July 2013, was refused by notice dated 12 September 2013.
  - The advertisement proposed is an internally illuminated fascia sign on the east elevation between the second and third floor levels.
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## Decision

1. The appeal is allowed and express consent for the display of an internally illuminated fascia sign on the east elevation between the second and third floor levels 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 and the following additional condition:-
  - 1) The development hereby permitted shall be carried out in accordance with the following approved plans: CHSTR-L000, CHSTR-L001, CHSTR-E001, CHSTR-E101

## Main Issue

2. The main issue in this case is the effect of the proposed advertisement on the visual amenities of the area, including the appearance of the adjacent Putney Bridge Conservation Area.

## Procedural Matter

3. In reaching my decision I have had regard to the recently published and updated Planning Practice Guidance.

## Reasons

4. Chester House is a large office building located to the north of Station Approach and to the west of Station Path. It is part of a complex of modern buildings in the Fulham Green Business Park. The building has a pronounced horizontality with alternating levels of red-brick wall and glazed elements. The proposal would consist of a series of illuminated letters attached to the eastern elevation

of the building, and contained within a total area of wall measuring some 8.15 metres wide by 1 metre high. It would be positioned centrally and between the second and third floors of what is, at this point, a seven-storey block.

5. The Putney Bridge Conservation Area (CA) lies chiefly to the south of the Chester Building, though a small northern projection takes in the platforms of the Putney Bridge Underground Station. The proposed advertisement would be readily visible only from Station Path, a footpath that runs between Chester House and the platforms of the underground station. By reason of the location of Chester House to the north of Station Approach and the angle of its siting, the proposed advertisement would be visible from the CA only from some parts of the platforms of the underground station and from a very small area around the junction of Station Approach with Station Path – the latter perspective being only at a very oblique angle.
6. Chester House is a modern building with a pronounced horizontality of design. The proposed advertisement would complement this horizontality. The use of individual letters would result in the brickwork of the building remaining clearly visible as a backdrop, and the advertisement as a whole would be relatively subtle and unobtrusive, especially when considered against the scale and design of the eastern elevation of the building as a whole.
7. The Council's Character Profile for the CA places the appeal premises close to the boundary with sub-area A: Ranelagh Gardens. A number of important buildings are noted within this area, including the station building. The façade of Station Building is noted as a feature in the townscape, closing views west down Ranelagh Gardens and south down Station Approach. The appeal site is to the north of this building and the proposed advertisement would have no impact on the views mentioned in the Character Profile. The only part of the station that could be seen in the same perspective as the proposed advertisement would be the station arches, which have been ascribed no specific merit in the Character Profile, and which house a taxi maintenance depot with large advertisements of its own, directly opposite to the appeal site.
8. In conclusion, I find that the proposed advertisement would not be prominent in any significant views into or out of the CA and would not be harmful to the setting of the important façade of Putney Bridge Station building. It would not be out of scale with the large host building, and it would appear as complementary to its horizontal design features. The fact the advertisement would be illuminated would not be harmful to the area, bearing in mind its location within a business park; its generally restrained design, with the background brickwork seen between the individual letters; and its proximity to a busy underground station platform, which is the only viewpoint from which it could be described as readily noticeable. It would be appropriate to its context.
9. I find that the proposed advertisement would not be harmful to the visual amenities of the area and could therefore also be said to preserve the character and appearance of the CA. It would not conflict with Policies DM G7 and DM G8 of the Council's Development Management Local Plan, which relate to developments affecting heritage and conservation and the design of advertisements. It would also not conflict with Design Policy 58 of the Council's Supplementary Planning Document, which relates to high level signs.

**Conditions**

10.I have attached a condition relating to plans because it is necessary that the development shall be carried out in accordance with the approved plans for the avoidance of doubt and in the interests of proper planning. All other issues are clear from the application form and further conditions are unnecessary.

*J D Westbrook*

INSPECTOR