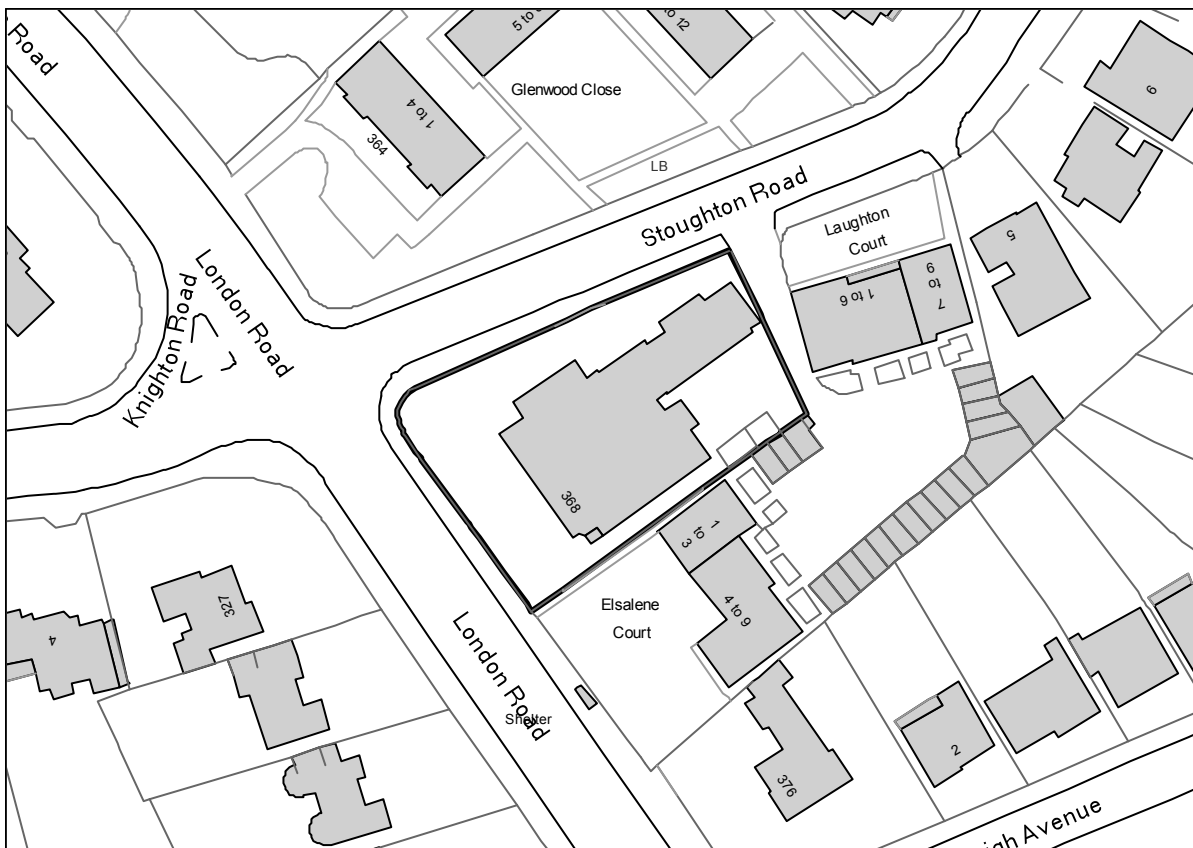


<b>PLANNING INSPECTORATE APPEAL DECISIONS</b>		
<b>20188036A</b>	<b>368 LONDON ROAD, GABLES HOTEL</b>	
Proposal:	<b>INSTALLATION OF ONE NON ILLUMINATED SIGN TO FORECOURT</b>	
Appellant:	CO-OPERATIVE GROUP FOOD LIMITED	
Appeal type:	Advertisement Appeal	
Appeal received:	4 June 2018	
Appeal decision:	Dismissed	
Appeal dec date:	8 January 2019	
TEI	AREA: W	WARD: Knighton



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### Summary

- An application for the installation of a non-illuminated sign to the forecourt of the site was refused in April 2018.
- The appeal was dismissed.

### Location and Site Description

The appeal relates to a site at the southern extremity of the Stoneygate Conservation Area. The southern part of the ground floor of the site is in use as a retail unit. The remainder of the site is in use as a hotel. The forecourt serves both uses, though it primarily serves the retail use.

## **The Proposal**

The proposal was for a non-illuminated sign at the north-west corner of the forecourt. It was refused on 10.04.18 as its size and prominent siting was considered detrimental to amenity and considered to fail to preserve the character and appearance of the conservation area.

## **The Appeal Decision**

The appeal was dismissed.

## **Commentary**

The inspector concluded that, in contrast to the current and more discrete signage scheme at the site, the proposal would result in harm to the significance of the Stoneygate Conservation Area, neither preserving nor enhancing its character and appearance.

The inspector concluded that this harm derived from the size of the sign in combination with its modern materials and bright corporate colour scheme.

The inspector added that the previous sign on the site (referred to by the appellant as part justification for the proposal) has since been removed and therefore carries little weight in the determination of the appeal.

The inspector also added that other advertisements (also referred to by the appellant as part justification) do not generally make a positive contribution to the character and appearance of the Stoneygate Conservation Area and are therefore not reasons to repeat unduly prominent advertisements or to justify the design and position of the proposal.