

Appeal Decision

Site visit made on 22 November 2016

by Siobhan Watson BA(Hons) MCD MRTPI

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

Decision date: 29 November 2016

Appeal Ref: APP/W4223/Z/16/3156331

23 High Street, Uppermill, OL3 6HS

- 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 Robert Norbury (Muse The Restaurant Ltd) against the decision of Oldham Metropolitan Borough Council.
 - The application Ref AD/338434/16, dated 4 April 2016, was refused by notice dated 30 June 2016.
 - The advertisement proposed is 3 fascia signs:- to the front elevation (south-east), gable elevation (north-east), and to the rear elevation over the main entrance door. 1 projecting sign to the front elevation (south-east).
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The Council issued a split decision which granted consent for the sign over the door (sign 3 on the submitted plans). It refused consent for the remaining 3 signs. For the avoidance of doubt this appeal relates only to the refused signs. At my visit I noted that the 2 fascia signs have been erected.

Main Issue

3. The main issue is the effect of the signs upon the character and appearance of the area.

Reasons

4. The Council has drawn my attention to the policies they consider to be relevant to this appeal and I have taken them into account as a material consideration. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal, the Council's policies have not therefore, by themselves, been decisive.
 5. The appeal site is a stone building within the Uppermill Conservation Area. The area is characterised by traditional stone buildings and the premises are situated within an attractive and bustling high street with a variety of shops, restaurants and other retail premises.
 6. The fascia signs are extremely large, being particularly deep. The existing fascia signs dominate both the front and side of the building and, against the traditional stone elevations, look strident and incongruous in the street-scene.
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The addition of the long projecting sign would exacerbate this effect and result in excessive clutter on the building.

7. I appreciate that the previous black and red takeaway signs were unattractive but this does not provide justification for the erection of other harmful signage. I disagree with the appellant that the signs are in keeping with other signs in the locality as the vast majority of surrounding signage is smaller and less bold than the appeal signage. The appeal signage is much more obtrusive than these.
8. I conclude that the signs harm the character and appearance of the area and I dismiss the appeal.

Siobhan Watson

INSPECTOR