The Planning Inspectorate

Appeal Decision

Site visit made on 5 December 2016

by W Fabian BA Hons Dip Arch RIBA IHBC

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

Decision date: 12 December 2016

Appeal Ref: APP/B2002/Z/16/3158323
Land at Scouts Lane, Humberston DN36 4SJ

- 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 Steven Ibbotson against the decision of North East Lincolnshire Council.
- The application Ref DM/0410/16/ADV, dated 25 April 2016, was refused by notice dated 21 July 2016.
- The advertisement proposed is a non-illuminated free-standing aluminium sign.

Decision

1. The appeal is allowed and express consent is granted for the display of a non-illuminated free-standing aluminium sign as applied for. The consent shall expire on 25 April 2018 and is subject to the five standard conditions set out in the Regulations.

Main Issue

2. The main issue in this appeal is the effect of the proposal on the visual amenity of the surrounding area.

Reasons

3. The sign that is the subject of this appeal has already been erected at the corner junction of Scouts Lane onto Humberston Avenue (the B1219) through New Waltham, in a leafy residential area characterised by large detached houses set back from the road and screened by mature planting.

4. Policy GEN17 of the North East Lincolnshire Local Plan, 2003, (LP) is a material consideration in this appeal. It requires, amongst other things, that advertisements should not: have a significant adverse effect on the visual amenities of the area; involve hoardings located in residential areas; or lead to an overabundance of advertisements in the vicinity.

5. The sign that is in place is a free-standing printed aluminium sign extending from around 0.5m above ground level to a height of 2.5m overall, supported on robust timber posts. It curves around the junction, following the road layout.

6. Its purpose is to highlight the residential development underway further along the lane, but out of site from the main road. The appellant seeks a temporary permission for two years from the date of the application, which would expire in April 2018.

7. The sign is of a high quality of materials, finish and installation – I saw that it compares favourably in terms of its appearance with the much more ad-hoc signs at the construction sites further along Humberston Avenue and at the school and sports facilities opposite there. It is discreet in terms of its colouring and the black stain applied to the support posts. Visually it is not overly obtrusive; it is seen against a backdrop of high shrubs and trees and has a similar solid presence within the street scene as the high timber panelled garden boundary fences at the opposite corner and facing onto Humberston Avenue. Given the temporary period applied for, the sign would have only a minimal, if any, enduring adverse visual effect on the surroundings.

8. Taken all in all and having regard to all other considerations raised I conclude the sign, which will be in place for less than two years now, does not harm the visual amenity of the surrounding area. The appeal should be allowed.

9. A condition, as suggested by the Council, to secure the temporary period of display is necessary for the reasons set out above. Other conditions have been suggested, but these duplicate the standard ones set out in the Regulations and are not necessary.

Wenda Fabian

Inspector