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## 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: 19 December 2016**

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**Appeal Ref: APP/B2002/Z/16/3156840**

**King's Head, High Street, Waltham, North East Lincolnshire DN37 0LL**

- 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 Mitchells & Butlers against the decision of North East Lincolnshire Council.
  - The application Ref DM/0090/16/ADV, dated 26 January 2016, was refused by notice dated 24 June 2016.
  - The advertisement proposed is 1 externally illuminated post sign, 1 lantern, 1 externally illuminated fascia sign and 1 printed wall sign.
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### Procedural Matter

1. The description shown above is taken from the Council's Decision Notice, which is confirmed in the Appellant's Statement as an amendment to the original application. The description given on the application form also lists 1 internally illuminated nameboard and logo sign; details of these have not been submitted and I have considered the appeal on the basis of the amended description shown above.

### Decision

2. The appeal is allowed and express consent is granted for the display of 1 externally illuminated post sign, 1 lantern, 1 externally illuminated fascia sign and 1 printed wall sign. 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.

### Main Issue

3. The main issue in this appeal is the effect of the proposal on the visual amenity of the surrounding area and whether it would preserve or enhance the character and appearance of the Waltham Conservation Area.

### Reasons

4. The signs and lantern subject to this appeal have already been installed at the King's Head public house. This is a Tudor style half-timbered traditional detached pub set back within a carpark and forecourt area from the main road through Waltham. It is close to the village centre, within the Waltham Conservation Area.

5. 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; or lead to an overabundance of advertisements in the vicinity. LP policy BH1 reflects the duty imposed on decision makers by Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, which requires them to pay special regard to the desirability of preserving or enhancing the character or appearance of the conservation area.
6. The free-standing illuminated post sign, is of a traditional configuration standard for many 'country pubs' and is in the same position as a previous one at the premises. Its contemporary style includes a grey metal frame surrounding the sign board, embellished by decorative scroll work on top, and set on a circular post with the same finish. The frame neatly and unobtrusively incorporates trough lights on each side that provides external illumination for the sign.
7. Similarly the fascia sign replaces a previous one of the same size in the same position, also with a continuous unobtrusive trough light that provides external illumination for the sign. It comprises individual letters for the pub name, with fret-cut logos at each end, all mounted onto the backboard. A circular signwritten logo applied to the rendered wall of the public house, below the fascia sign, replaces a previous billboard that advertised events at the premises. The lantern, a large decorative clear glass metal framed light on a projecting bracket, is also a contemporary styled version of a traditional external light and is not out of place above the door of the public house.
8. The signs and lantern are of all of a high quality of materials and construction. They link visually in a coherent way and together they provide a fresh approach to traditional public house signage.
9. I conclude overall, taking all other matters raised into consideration, that the signs and lantern light that have been installed do not harm the visual amenity of the surrounding area and preserve the character and appearance of the Waltham Conservation Area. Accordingly the appeal should be allowed.

*Wenda Fabian*

Inspector