

Appeal Decision

Site visit made on 31 January 2017

by Siobhan Watson BA(Hons) MCD MRTPI

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

Decision date: 9 February 2017

Appeal Ref: APP/J4423/Z/16/3163324

The Place, Nile Street, Sheffield, S10 2PQ

- 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 Firth (Stonegate Pub Co) against the decision of Sheffield City Council.
 - The application Ref 16/03032/ADV, dated 8 August 2016, was refused by notice dated 3 October 2016.
 - The advertisement proposed is 1 externally illuminated set of letters, 1 externally illuminated post sign, 1 internally illuminated display case.
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Decision

1. The appeal is allowed and express consent is granted for the display of the advertisements as applied for. 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

Procedural Matter

2. The Council issued a split decision which approved the post sign and refused the set of letters and the display case. For the avoidance of this appeal relates only to the refused signs.

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 within the Broomhill Conservation Area which is characterised by its hilly topography; traditional 2-storey stone buildings; and close knit development pattern centred around a vibrant town centre. That said, there are many buildings, particularly in the vicinity of the appeal site, that do not follow the traditional style. Peel Street, where the appeal building has its main
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frontage, contains large scale modern brick and render buildings which do not conform with the more notable or special characteristics of the area. The appeal building itself is also large scale and bears little resemblance to the characterful stone buildings in the area. A separate appeal decision¹ allows cladding to which the signs would be attached.

6. The individual letter sign proposed on the gable would be of a modest scale in comparison to the overall size of the building and as it would be externally illuminated by 3 cowl lights, it would not appear to be too bright or striking. The internally illuminated display case would be of a simple design; modest in size and at ground floor level so that it would be fairly discreet. Overall, I consider that the signs would be sympathetic to the host building and wider street-scene.
7. I therefore conclude that the signs would have an acceptable effect upon the character and appearance of the area and the appeal is allowed.

Siobhan Watson

INSPECTOR

¹ APP/J4423/W/16/3163337