
Appeal Decision

Site visit made on 13 February 2017

by **Michael Boniface MSc MRTPI**

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

Decision date: 17th February 2017

Appeal Ref: APP/C3105/Z/16/3167090

Bonmarche, 30 Bridge Street, Banbury, Oxfordshire, OX16 5PN

- 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 Bonmarche against the decision of Cherwell District Council.
 - The application Ref 16/01756/ADV, dated 24 August 2016, was refused by notice dated 25 October 2016.
 - The advertisement proposed is 1no. internally illuminated fascia sign and 1no. double sided internally illuminated projecting sign.
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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.

Main Issue

2. The main issue is the effect of the proposed advertisements on the amenity of the area, including the effect on the character and appearance of the Banbury Conservation Area.

Reasons

3. The appeal property is a two storey building within a shopping area surrounded by further retail premises. A mix of building types are located in the immediate vicinity but the appeal property is of an unremarkable modern design with a modern aluminium shop front and existing illuminated signage.
4. The proposed signage would be larger than that existing but would be well integrated with the existing horizontal fascia of the building and similar in material and design to many other advertisements nearby. The satin finished aluminium would give a subdued appearance in the street and the modest halo lighting would not be overly prominent or intrusive in the context of the modern building and the range of similar modern advertisements surrounding. This type of modern signage appears common in the area and I noted the similar modern style at the nearby Marks and Spencers, which has recently been granted advertisement consent¹ by the Council.
5. The proposed signage would be entirely consistent with the surrounding advertisements and appropriate within the town centre environment. I have

¹ Ref. 16/00236/ADV

paid special attention to the desirability of preserving or enhancing the character and appearance of the conservation area and for the reasons set out above, the advertisements would not be harmful. Similarly, I have noted the numerous listed buildings in the vicinity but given my conclusions that the signage is appropriate to its context, their setting would not be harmed.

6. I have taken into account Policy C28 of the Cherwell Local Plan (1996), Policy ESD 15 of the Cherwell Local Plan (2015) and the Council's Shop Fronts and Advertisements: Historic Buildings and Conservation Areas design guide (2013) (design guide) which seek to protect amenity and so are material in this case. Given that I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies. Although the design guide seeks to discourage aluminium signage and internal illumination in conservation areas, it does recognise that a modern approach may be appropriate in some circumstances, including in the context of a contemporary building.
7. As set out above, the advertisements are subject to the five standard conditions contained within the Regulations and no other conditions are necessary in this instance.
8. In light of the above, and having considered all other matters, the appeal is allowed.

Michael Boniface

INSPECTOR