

Appeal Decision

Site visit made on 21 February 2017

by Mr C J Tivey BSc (Hons) BPI MRTPI

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

Decision date: 3 March 2017

Appeal Ref: APP/K0425/Z/16/3165985

11 Bell Street, Princes Risborough HP27 0ZZ

- 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 Co Operative Food Group against the decision of Wycombe District Council.
 - The application Ref 16/07643/ADV, dated 27 September 2016, was refused by notice dated 21 November 2016.
 - The description of the proposed advertisements as set out within the application form was 2 x illuminated fascia logo only, 1 x non-illuminated fascia, 5 x non-illuminated wall mounted aluminium panels and 1 x internally illuminated pole mounted projector.
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Decision

1. The appeal is allowed and consent is granted for the display of the internally illuminated pole mounted projector advertisement 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 Mater

2. Notwithstanding the description of the proposed advertisements as set out above, the Council issued a split decision whereby only the 1 x internally illuminated pole mounted projector was refused consent. I have determined the appeal on this basis.

Main Issue

3. The main issue is the effect of the illuminated pole sign upon amenity.

Reasons

4. The site is situated within an area of mixed uses and comprising a variety of building forms. There is also a range of street furniture within the immediate locality such as bollards, railings, lamp posts and traffic lights. This is in addition to totem signage at the petrol filling station on the opposite side of Bell Street and the Bell Public House due north east of the appeal site.
 5. The building to which the sign would relate is of modern construction, but of a vernacular design. Being in retail use it has shop front window advertisements, as well as fascia signs which have the benefit of consent granted by the Council. Taking this into account, along with the site's context, I consider that the sign would not give rise to an unduly cluttered appearance in the street scene.
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6. Further, whilst the pole itself would be relatively high, it would be nonetheless be of a traditional hanging form and I consider would preserve the character and appearance of the Conservation Area. Whilst I acknowledge that this type of signage is not characteristic of signs within the Town Centre, the site is in a more peripheral location, but in any event each case must be assessed on its own merits. In addition, I have not been provided with any substantive evidence to demonstrate why the LED trough lights would be inappropriate in the street scene. Therefore I find that in this particular case, the proposal would not be out of character with its immediate surroundings and that the amenity of the area would be protected.
 7. Where concerning the impact of the development on the character and appearance of the area the Council has referred to policies as set out within the Adopted Wycombe District Local Plan to 2011 (as saved, extended and partially replaced) (LP) and the Adopted Wycombe Development Framework Core Strategy DPD (July 2008). Whilst not decisive, I have had regard to LP Policies G25, HE13 and HE14 which require signs to respect the amenity of the area and be assessed in the context of the characteristics of the locality and the features of architectural, historic, cultural or special interest which it may contain.

Conclusion and Conditions

8. The Council has not suggested any additional conditions be imposed and, therefore, I consider it unnecessary to impose any conditions other than the standard five conditions set out in the Regulations.
9. Having regard to the above and all other matters raised, I conclude that the proposed sign would not give rise to harm to amenity and that the appeal should succeed.

C J Tivey

INSPECTOR