
Appeal Decision

Site visit made on 27 June 2017

by R Norman BA (Hons) MA MRTPI

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

Decision date: 18 July 2017

Appeal Ref: APP/F2605/Z/3171107

Plandescil Ltd, 42-44 Connaught Road, Attleborough NR17 2BW

- 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 Oliver Jones, Plandescil Ltd against the decision of Breckland District Council.
 - The application Ref 3PL/2016/1512/A, dated 15 December 2016, was refused by notice dated 7 February 2017.
 - The advertisement proposed is described as "company logo on an aluminium sign with holographic glow from LEDs within the sign backlighting the letters".
-

Decision

1. The appeal is allowed and express consent is granted for the display of the 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 with the additional condition as follows:
 - 1) The sign permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

Main Issue

2. The main issue is the effect of the sign on the character and appearance of the Attleborough Conservation Area.

Reasons

3. The site is located within the town centre and Attleborough Conservation Area, although is located outside of the primary shopping frontage. Connaught Road consists of attractive properties with architectural detailing which results in visually pleasant surroundings. There is a proliferation of signage within the main High Street which features non-illuminated and externally and internally illuminated fascia signs, applied lettering and hanging signs. On progressing along Connaught Road the signage becomes less as there are a number of residential properties present. However, Connaught Road also houses some businesses which have signage. These consist of some standing signs at the site frontages as well as signs applied to the buildings, some of which are illuminated.
4. The site is occupied by a pair of semi-detached buildings which are very symmetrical in appearance. They have some red brick elements and

architectural detailing above the windows and doors. The building makes a positive contribution to the Attleborough Conservation Area through its design and materials.

5. The sign is already erected on the building and comprises of grey aluminium/acrylic with blue and purple lettering. It is located above the two doorways, centrally on the buildings, and is internally illuminated using static LEDs to backlight the lettering. Although the building makes a positive contribution to the Attleborough Conservation Area the sign does not detract from the appearance of this in terms of its size, positioning and design.
6. The presence of the sign on the appeal site, although noticeable, does not appear incongruous or at odds with the overall character of the area. Connaught Road has a distinct character of residential properties interspersed with commercial premises, which are identified by a variety of signage. The colour scheme is not dissimilar to the other signs in the area and its size is smaller than some of those present. The illumination is somewhat modest and the appellants state that this will only be used during office hours, which is reasonable and will help to preserve the character of the conservation area.
7. Although the sign is of a modern design and materials, it is modest in size and, as it is applied to the building, it is not prominent within the street scene. Having viewed the sign from a number of locations along Connaught Road, I am satisfied that it does not stand out as incongruous, over-dominant or unduly prominent in relation to the building or street scene. Accordingly, it has not resulted in any significant harm to the visual amenities of the area and the character and appearance of the Attleborough Conservation Area has been preserved.
8. Consequently there would be no conflict with Policies DC16 and DC17 of the Core Strategy and Development Control Policies DPD. These seek to ensure that all new development should achieve high standards of design and preserve and enhance the character, appearance and setting of the conservation area. The development therefore conforms with the Development Plan as a whole. There is no conflict with the design or historic environment guidance in the National Planning Policy Framework.

Conclusion

9. For the reasons given above I conclude that the continued display of the advertisement with deemed consent would not be substantially detrimental to the interests of amenity. As such the appeal is allowed. In doing so I note that no non-standard conditions have been requested by the Council. However, I consider it necessary to apply a time restriction for the illumination to ensure that the sign is only illuminated during business hours in the interests of protecting residential amenity.

R Norman

INSPECTOR