



Appeal Decision

Site visit made on 8 August 2017

by Neil Pope BA (Hons) MRTPI

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

Decision date: 10 August 2017

Appeal Ref: APP/P1133/Z/17/3179469

Unit D2, Pottery Road, Kingsteignton, Newton Abbot, Devon, TQ12 3BN.

- 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 Gavin Shields of Halfords Autocentres Limited against the decision of Teignbridge District Council.
 - The application Ref.17/00321/ADV, dated 3/2/17, was refused by notice dated 24/5/17.
 - The advertisement proposed is a non-illuminated free-standing advance sign.
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Decision

1. The appeal is dismissed.

Reasons

2. This free-standing sign is approximately 1.5m high x 1m wide. It is being displayed on a grass verge adjacent to the main A383 (Newton Road) and near to the entrance to an industrial estate. The sign advertises the appellant's autocentre premises in Pottery Road which do not front the A383. There are numerous advertisements along this section of the main road into Newton Abbot town centre. These include some 'A' board style signs on the grass verge, two tall totem signs (one of which includes an advert for the Halfords retail store), some advertisement flags and several illuminated signs. I understand that some of the signs on the grass verge are unauthorised.
3. I appreciate the importance of good signage to the success of businesses and the appellant's requirement to alert customers to premises that are not evident from the main road. However, the advertisement that is the subject of this appeal adds to an unsightly clutter of signs along this part of the A383 and detracts from the visual amenity of this approach to the town centre. This poorly placed advertisement has a negative impact upon the street scene and is at odds with paragraph 67 of the National Planning Policy Framework.
4. The appellant has argued that the Council could take action to remove other unauthorised signs and reduce the clutter along this section of Newton Road. Whilst it is unclear to me why the Council has not acted accordingly, even if other unauthorised signs were removed the appeal sign would still add to a clutter of advertisements along this section of the A383 and detract from the street scene. I also note the Council's suggestion that there appears to be space on one of the totem signs. If this could be used to advertise the autocentre it would obviate the need for the appeal sign and reduce clutter.

Neil Pope

Inspector