

Appeal Decision

Site visit made on 31 July 2017

by John D Allan BA(Hons) BTP MRTPI

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

Decision date: 15 August 2017

Appeal Ref: APP/U1105/Z/17/3176730

Holyshute Lodge, Monkton Road, Honiton, EX14 1PZ

- 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 Churchill Retirement Living against the decision of East Devon District Council.
 - The application Ref 17/0072/ADV, dated 3 January 2017, was refused by notice dated 4 April 2017.
 - The advertisement proposed is described as '*Retention of 5no flagpoles and 2no monolith stackboards*'.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The Council's decision notice refers to the proposal as '*Retention of 1no hoarding sign, 5no flagpole signs, 2no board signs (previously permitted under 13/1379/ADV) for an extended time period*'. However, according to the application form dated 3 January 2017 the proposal was explicitly for the flagpoles and board signs only (the latter referred to by the appellants as '*monolith stackboards*'). I have considered the appeal on the basis of that which was described on the application form.

Main Issue

3. The main issue is the effect of the advertisements on the amenity of the area.

Reasons

4. Holyshute Lodge is a large, recently constructed block of retirement living homes located on a prominent corner site with an extensive frontage onto Monkton Road and with a return elevation and main entrance onto Langford Road. The two stackboards are arranged in a V-formation and occupy a soft landscaped area on the corner of the road junction and which is outside the perimeter boundary wall for the development. Two flagpoles sit either side of the boards with three further flagpoles along the Monkton Road frontage.
 5. The appellants point to the fact that the Council found no harm to amenity when they consented for the advertisements in 2013 for a temporary period (Ref 13/1379/ADV). I can understand the advertisements may not have appeared harmful to amenity during the construction phase of the development
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and immediately after given the obvious likely appearance of the site at that time. However, the development is now complete and appears well established as a residential entity within the street scene and comfortable in its setting behind solid boundary enclosures and mature trees that have been retained in places around its perimeter. Neither the boards nor the flagpoles, which are overtly commercial in their size, appearance and form, sit comfortably in this context. Regardless of the scale of the building to which they relate, each advertisement stands proud and clearly visible within the respective street scenes, despite any tree foliage nearby. To my mind, both individually and together, the advertisements detract from and are at odds with the prevailing character of the area, which is entirely residential in its appearance along both road frontages.

6. I have been referred to Policy D4 of the East Devon Local Plan, adopted in January 2016, which deals with the display of advertisements. The Regulations require that decisions be made only in the interests of amenity and, where applicable, public safety. Therefore the Council's policies alone cannot be decisive. Nevertheless, for the reasons given, I have found the advertisements to be unsympathetic to the residential character of the area by reason of their form and combined clutter, which conflicts with the aims and objectives of Policy D4.
7. I have considered the appellants argument that signage of this nature assists with the marketing and sale of such properties. I also appreciate that the signage has been well maintained and in a tidy condition. However, neither these, nor any other matters raised, alter my conclusion overall that the advertisements are harmful to the amenity of the area. The appeal is therefore dismissed.

John D Allan

INSPECTOR