

Appeal Decision

Site visit made on 23 August 2017

by N McGurk BSc (Hons) MCD MBA MRTPI

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

Decision date: 05 September 2017

Appeal Ref: APP/V2825/Z/17/3177586

41 Barrack Road, Northampton, NN1 3RL

- 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 Space Outdoor Ltd against the decision of Northampton Borough Council.
 - The application Ref N/2017/0409, dated 4 April 2017, was refused by notice dated 24 May 2017.
 - The advertisement proposed is replacement of 1 x illuminated 48 sheet advertisement hoarding with new internally illuminated digital LED.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue in this case is the effect of the advertisement on visual amenity.

Reasons

3. The appeal property is a tall, three storey end terraced property. It is located within a mixed use area, which includes commercial and residential uses and is within the setting of both the Boot and Shoe Quarter and Barrack Road Conservation Areas, which are characterised by the presence of numerous period properties that have retained many of their original features and are widely visible in their surroundings.
 4. The proposal the subject of this appeal would replace an existing advertisement situated to the gable end of the appeal property, at second floor level. The existing advertisement appears in a highly prominent location, facing the junction of Barrack Road and Louise Road. As a consequence, the advertisement appears prominently as one travels along Barrack Road, which is a busy thoroughfare, away from Northampton town centre.
 5. During my site visit, I observed that, despite the large size and prominent location of the existing advertisement, it does not appear unduly dominant. Rather, it appears generally in keeping with the surrounding signage associated with neighbouring commercial uses. Consequently, the existing advertisement does not draw undue attention to itself and whilst clearly visible within the setting of both nearby Conservation Areas, it does not detract in a significant way from either of them.
 6. The proposed advertisement would comprise an internally illuminated LED advertisement. During my site visit, I observed that the only other large
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internally illuminated LED sign in the vicinity appeared to comprise an albeit smaller road sign. Consequently, the proposal would appear incongruous, as a large internally illuminated LED advertisement, in a location where there are no other such advertisements.

7. Furthermore, the harm arising as a result of this would be exacerbated by the prominent location of the appeal property, such that the proposal would draw attention to itself as a visually intrusive, incongruous advertisement. It would, as a result its location, in combination with its internal LED illumination and its scale, appear unduly dominant. I find that this dominant visual intrusiveness would be to the detriment of the setting of the Barrack Road and the Boot and Shoe Quarter Conservation Areas.
8. In support of the proposal, the appellant considers the differences between the existing and proposed advertisements to be minimal. However, as above, I find that, unlike the existing advertisement, the proposal would be so significantly different from the existing sign as to appear incongruous in its surroundings.
9. Taking all of the above into account, I find that the advertisement would be detrimental to visual amenity. This is contrary to the Framework and to West Northamptonshire Joint Core Strategy (2014) policies S10 and BN5, which together amongst other things, seek to protect local character.

Conclusion

10. For the reasons given above, the appeal does not succeed.

N McGurk

INSPECTOR