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# Appeal Decision

Site visit made on 5 September 2017

**by JP Roberts BSc(Hons) LLB(Hons) MRTPI**

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

**Decision date: 11 September 2017**

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**Appeal Ref: APP/N1160/Z/17/3171944**

**1 Haye Road, Plymouth PL9 8HS**

- 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 Sherford New Community Consortium against the decision of Plymouth City Council.
  - The application Ref 16/02334/ADV, dated 25 November 2016, was refused by notice dated 1 February 2017.
  - The advertisement proposed is a V board sign giving directions to sales centre and show homes.
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## Decision

1. The appeal is dismissed.

## Main Issue

2. The main issue is the effect of the advertisement on amenity.

## Reasons

3. The application is a retrospective one, however the board was removed at the request of the Council before the application was determined. It was not being displayed at the time of my visit. Consent is sought to display the board for 2 years.
4. The appeal site lies at the junction of Haye Road and Ellburton Road, adjacent a busy traffic-light controlled junction. A two-storey dwelling formerly occupied the site, but it was demolished to accommodate road improvements necessary to provide access to a substantial residential development (320 houses) (the Sherford development) which the proposed V board would advertise and provide directions towards.
5. The two boards would be of dissimilar sizes; the larger board would measure 3m by 6m and the smaller would measure 1m by 3m, both of which would be mounted on poles so that the lower part of the advertisements would be 2m above ground level. Two small triangular parts of the company logo would project about 0.2m or so above the top of each board in a central position.
6. The larger of the two boards would be similar in size to the 48-sheet posters which are commonly used as hoarding advertisements in commercial areas. Apart from other signs in connection with the Sherford development, the area is entirely devoid of advertisements. The land on which the boards would be displayed is well above the height of the adjacent footway, retained by a stone

wall. The boards would in themselves be very large, and the elevated siting would exacerbate their prominence. I consider that they would appear out of scale and character with the nearby houses, and would be an extremely dominant and intrusive feature in a residential area. They would constitute considerable harm to amenity of nearby residents and passers-by, which would not be mitigated by the display being of a temporary duration.

7. The neighbouring occupier has also referred to noise from heavy rain on the aluminium sheeting which resulted when the boards were in place. Windows to habitable rooms are not far away from the site of the proposed boards, and I consider it likely that some disturbance from noise may occur from time to time. Whilst the harm to aural amenity is unlikely to be substantial, it adds to my reasons for dismissing the appeal.
8. I have taken into account Policies CS02 and CS34 of the Plymouth Core Strategy which respectively deal with design and planning application considerations, and which include measures to protect amenity and so are material in this case. Given that I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.
9. I have had regard to the appellants' contention that the boards are needed in order to promote sales and direct people to the development site. Whilst need is not a matter on which an appeal decision might turn, I saw that there were smaller advance directional signs nearby which clearly indicated the location of the development. I also note the Council's willingness to negotiate smaller signage.
10. For the reasons given above, I conclude that the appeal should be dismissed.

*JP Roberts*

INSPECTOR