
Appeal Decision

Site visit made on 26 March 2018

by R J Jackson BA MPhil DMS MRTPI MCMI

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

Decision date: 29 March 2018

Appeal Ref: APP/G1250/Z/18/3194718

156-164 Old Christchurch Road, Bournemouth BH1 1NL

- 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 Dave Hinton, Stonegate Pub Company against the decision of Bournemouth Borough Council.
 - The application Ref 7-2017-5400-AE, dated 26 September 2017, was refused by notice dated 1 December 2017.
 - The advertisement proposed is 1 set of built up internally illuminated fascia letters, 2 sets of internally illuminated fret cut fascia letters, and 1 externally illuminated projecting sign.
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Decision

1. That part of the appeal that relates to 1 set of built up internally illuminated fascia letters is dismissed. That part of the appeal that relates to 2 sets of internally illuminated fret cut fascia letters, and 1 externally illuminated projecting sign as applied for is allowed and express consent granted for their display. 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.

Procedural matters

2. During the consideration of the application by the Council amended plans were submitted by the appellant. The Council based its decision on those amended plans and I have used them in this decision.
3. The advertisements were being displayed at the time of my site visit so I was able to judge their effects.

Main Issue

4. The main issue is the effect on the visual amenities of the Old Christchurch Road Conservation Area (the OCRCA).

Reasons

5. The appeal site is what appears to be three separate buildings in a long terrace made up of similar buildings on the south side of Old Christchurch Road. The overall road drops gently from east to west, but the three buildings are on a single level. Whatever the external appearance the three buildings are occupied at ground floor together.
6. The advertisements at fascia level are made up of three separate and distinct advertisements, corresponding to the separate building elements above, and

the projecting sign is at the western end at fascia level. The fascia signs have a wood effect, but this is only readily visible from a close inspection; I could not see it when viewing the signs from the opposite side of Old Christchurch Road.

7. There are a number of other advertisements in the area and these form part of the character of the area and of the OCRCA. These predominantly consist of fascia signs and projecting signs at fascia level. They are constructed from a range of materials including plastic. A few signs are made from timber, but these are the exceptions rather than forming part of the wider appearance of the area.
8. The provision of fascia signs and the projecting sign in themselves are in keeping with the character and appearance of the OCRCA and preserve its character. The externally illuminated projecting sign is of an appropriate size and illumination.
9. The overall fascia sign is made up of three separate advertisements, two on the outer sides with internally illuminated fret cut letters and a central advertisement with built up internally illuminated fascia letters which sit proud of the fascia. The coated metal material does not appear particularly shiny as the timber effect reduces its prominence.
10. The lettering on the outer advertisements is clearly subservient to the fascia and building and preserves the character and appearance of the OCRCA. However, the letters on the central advertisement are overly large as they have a depth of what appears to be over half the depth of the fascia and extends to almost the whole of the single element width. This means that this advertisement is overly dominant to both the fascia and the host building, particularly as the fascia relates as a transition between the apparent triple width of the ground floor with the single width of the individual elements above. Although the level of illumination could be controlled by condition, this would still leave the overly large lettering which is harmful to the appearance of the OCRCA and is harmful to amenity.
11. I have taken into account Policies CS39 and CS41 of the Bournemouth Local Plan: Core Strategy which seek to protect designated assets from proposals that would affect their significance, to ensure a proposal provides a high standard of amenity, and Policy D6 of the Town Centre Area Action Plan which requires shop fronts to have a positive visual impact on the appearance of the building and street scene and so are material in this case. Given I have concluded that the proposal as respects the projecting sign and two outer signs does not harm amenity, the proposal does not conflict with these policies. However, as I have concluded that the central advertisement harms amenity it conflicts with these policies.

Conclusion

12. For the reasons given above I conclude that the display of 1 set of built up internally illuminated fascia letters is detrimental to the interests of amenity but that the display of 2 sets of internally illuminated fret cut fascia letters, and 1 externally illuminated projecting sign are not detrimental to the interests of amenity.

RJ Jackson INSPECTOR