



Appeal Decision

Site visit made on 8 July 2019

by Sarah Colebourne MA, MRTPI

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

Decision date: 22 July 2019

Appeal Ref: APP/Y2910/Z/19/3226304

Sherwood House, Badby Road West, Stefan Hill, Daventry, NN11 4HJ

- 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 James Simpson against the decision of Daventry District Council.
 - The application Ref DA/2019/0015, dated 7 January 2019 was refused by notice dated 12 March 2019.
 - The advertisement proposed is described as 'fascia sign displaying Orchard Properties fixed to gable end facing Badby Road West'.
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Decision

1. The appeal is dismissed.

Reasons

2. The main issue in this case is the effect of the proposed advertisement on the amenity of the area. The appeal site, which is located within a residential area, includes two modern detached dwellings which each have a detached garage/outbuilding to the front. The properties appear to be used as self-catering guest accommodation.
3. The proposed sign would be a fixed, mounted sign in perspex, some 2.55m in length by some 1.25m in width. It would be attached to the front gable end of the outbuilding known as Matilda's Wee Hutte at Sherwood House, set back from the road by some 10m. It would have orange/red and white lettering and logos on a dark green background and would be externally illuminated by trough lighting. I note from the appellant's submissions and photographs that the sign had been in place for some 18 months but at my visit saw that it has since been removed from the building and placed on the ground within the site. There is a smaller sign on the main front elevation of Sherwood House.
4. Given its size and position, the proposed sign would occupy a significant part of the gable end of the outbuilding and this, together with its siting close to the road and the external illumination, would result in an overly dominant sign with a commercial character which would not be in keeping with the predominant residential character of the area. It would be seen in approaches along the road and particularly from the junction opposite with Christchurch Drive, although it would be partially obscured by a large, mature tree within the site. Furthermore, if the appeal were allowed, the siting close to the tree and partial obscuring could lead to pressure for the removal of the tree which would be undesirable given its positive contribution to the street scene.

5. Badby Road West has good street lighting with lamp posts sited close to and opposite the property. I am not persuaded that such a large, illuminated sign in this position is necessary to help delivery drivers and guests find the accommodation as the existing sign on the main building clearly denotes both Sherwood House and the adjacent Orchard House and can be clearly seen from outside the access. Even if a further sign was considered necessary, it may be possible to accommodate a smaller, non-illuminated sign within the site.
6. For these reasons, I conclude that the proposed sign would result in significant harm to the visual amenity of the area, contrary to the National Planning Policy Framework which says that the quality and character of places can suffer when advertisements are poorly sited and designed. There are no material considerations that justify determining the appeal otherwise and it should be dismissed.

Sarah Colebourne

Inspector