
Appeal Decision

Site visit made on 22 July 2019

by David Fitzsimon MRTPI

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

Decision date: 31 July 2019

Appeal Ref: APP/Z3445/Z/19/3229748

Unit 3, Ventura Retail Park, Ventura Park Road, Tamworth B78 3HB

- 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 Wren Kitchens Ltd against the decision of Tamworth Borough Council.
 - The application Ref 0078/2019, dated 20 February 2019, was refused by notice dated 3 April 2019.
 - The advertisement proposed is 1 no. LED digital display screen to display special offers, sales, etc. full colour, variable text, images.
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Decision

1. The appeal is dismissed.

Main Issue

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

Reasons

3. The appeal relates to a retail unit on a modern, attractive retail park. Each of the retail units are largely consistent in their appearance, with almost floor to ceiling large windows and a large entrance all bounded by columns. Each unit has a large sign above their entrances with supplementary signage within the large window areas. This gives the units an attractive and coherent appearance and a general consistency to the arrangement of advertisements.
4. The proposal seeks to introduce a digital display screen to the front elevation of the unit at a height which is just above the entrance. The display screen would be long and thin. It would be fixed to the columns and would span almost the full width of the unit. As a result, it would disrupt the attractive architectural lines of the building. It would also cause inconsistency in terms of the overall appearance of the units within the row and the arrangement of advertisements.
5. For these reasons, I conclude that the proposed advertisement would detract from the character and appearance of the host building and its setting, thereby harming amenity. In such terms, it conflicts with policy EN5 of the Tamworth Borough Council Local Plan, which although not decisive, is a material consideration in the determination of the appeal.
6. The appellant argues that digital displays are found within urban and retail areas in growing numbers and refers to other digital advertisements locally,

notably at two commercial garages. However, these advertisements sit within a materially different context to the appeal property and I have considered the proposal on its individual merits.

7. In light of the above factors, and having considered all other matters raised, the appeal does not succeed.

David Fitzsimon

INSPECTOR