



Appeal Decision

Site visit made on 5 August 2019

by E Symmons BSc (Hons), MSc

an Inspector appointed by the Secretary of State

Decision date: 14 August 2019

Appeal Ref: APP/W4515/Z/19/3229671

**33-35 Station Road, Forest Hall, Newcastle upon Tyne, Northumberland
NE12 7AR**

- 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 Mathew Young (Young Guns Tattoo Studio) against the decision of North Tyneside Council.
 - The application Ref 19/00208/ADV, dated 25 January 2019, was refused by notice dated 25 April 2019.
 - The development is for hand painted images on to a wooden surface depicting coloured skull images, flat and fixed to the external wall.
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Decision

1. The appeal is dismissed.

Procedural Matters

2. The original planning application was for three signs. The Council has issued a split decision, granting permission for one sign situated centrally depicting the business's name 'Young Guns'. The appeal therefore relates to the two other signs only and I have used the same description as that provided in the original application form. During my site visit I observed that the signs which are the subject of this appeal have been erected.

Main Issue

3. The main issue is the effect of the proposal on the character and appearance of the area.

Reasons

4. The appeal property sits within a short parade of shops on the upper floors of 35 Station Road. This row of brick-built properties has a traditional appearance retaining its original character with the appeal property appearing the most prominent due to its feature bay windows and roof detail. The appeal property can be seen from within Station Road North and on approach from the east along Station Road. The street level commercial properties have fascia signs above their entrances. Other first floor businesses have single signs on the front elevation at first floor level.
5. The signs which are the subject of this appeal sit either side of the feature bay window and have illumination from below. The sign to the left is larger than both the adjacent window of the bay and that of the neighbouring property's

window resulting in an overly dominant appearance. The sign to the right sits on a narrow section of the brick wall nearly filling the space between the windows on either side resulting in a crowded appearance to this part of the front elevation.

6. Each of the other first floor businesses within the parade of shops have only one advertising sign at this level and these are subservient to the adjacent windows. In comparison, the upper front elevation of the appeal property stands out within the parade of properties having an incongruous and cluttered appearance. I acknowledge that first floor businesses have less advertising space than those below however, the cumulative effect of three signs detracts from and harms the character and appearance of the building and the parade of shops. This conflicts with Policy DM6.3 of the North Tyneside Local Plan 2017 which requires advertisements and signage to have an appropriate scale and location with no cumulative detrimental effect on the character and appearance of the area.

Other Matters

7. The appellant has sought the views of neighbouring businesses who have raised no objection. However, this does not outweigh the harm the proposal would have within the wider area.

Conclusion

8. For the reasons stated above the appeal is dismissed.

E Symmons

INSPECTOR