



Appeal Decision

Site visit made on 15 August 2019

by Martin Andrews MA(Planning) BSc(Econ) DipTP & DipTP(Dist) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 30 August 2019

Appeal Ref: APP/Q1445/Z/19/3231399

71 Preston Road, Brighton BN1 4QE

- 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 Robbie Raggio against the decision of Brighton & Hove City Council.
 - The application Ref. BH2019/00696, dated 6 March 2019, was refused by notice dated 8 May 2019.
 - The advertisement proposed is the display of 1 non-illuminated advertisement hoarding panel to the north west elevation.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertisement on the visual amenity of the street scene at the junction of Preston Road and Argyle Road.

Reasons

3. For the appellant it is argued that the hoarding would be of modest size and discreetly located. However whilst all things are relative to their context, I do not agree that dimensions of 3.1m x 2.3m are necessarily modest and also find it difficult to accept that a sign at first floor height on a gable clearly in view from the public realm can reasonably be regarded as being 'discreet'.
4. The Council and appellant are at odds as to whether the existing character of the location is residential or commercial / industrial. From my visit I acknowledge that this is an area of mixed uses and also that there is other signage associated with the non-residential uses. However, most of this is on the opposite side of Preston Road and in the form of relatively small fascia signs identifying the commercial occupiers on the ground floor of the buildings.
5. In contrast, No. 71 is at the end of a very long terrace of a pleasing character and appearance which appears to be wholly in residential use; Argyle Road is predominantly residential (although I accept there are exceptions in the form of a public house and a couple of industrial premises nearby) and the first half dozen properties of the terrace along this side of Preston Road towards the arches of the viaduct are also residential.
6. If not a 'predominantly' residential character as the Council says, it is certainly my view that the locality is 'mainly' residential. And overall I consider that the

introduction of a hoarding at first floor of over 7sqm in area, that would be particularly prominent when approaching along Preston Road towards the city centre, would draw the eye as being harmfully intrusive to the street scene of the Preston Road / Argyle Road junction.

7. I have had regard to the other points raised in the appeal but these are not of sufficient weight to affect my judgement of the effect of the particular advertisement in this appeal.
8. I have also taken into account Policies QD12, QD13 and QD27 of the Brighton & Hove City Plan 2016 that seek amongst other matters to protect amenity and so are material in this case. Given that I have concluded that the proposal would harm amenity it would conflict with these policies.
9. For the reasons explained above, the appeal is dismissed.

Martin Andrews

INSPECTOR