



Appeal Decision

Site visit made on 18 February 2020 by G Sibley MPLAN MRTPI

Decision by P J Davies BSc (Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19 March 2020

Appeal Ref: APP/J3720/Z/19/3240374

Wixford Grange, Wixford Road, Wixford B49 6DG

- 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 Avon Estates Ltd against the decision of Stratford-on-Avon District Council.
 - The application Ref: 19/02107/ADV, dated 26 July 2019, was refused by notice dated 14 October 2019.
 - The development proposed is described as "1) Three posters 2) One standing free sign."
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Decision

1. The appeal is allowed, and express consent is granted for one free standing sign, non-illuminated at Wixford Grange, Wixford Road, Wixford B49 6DG in accordance with the terms of the application Ref: 19/02107/ADV, dated 26 July 2019 and subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional condition:
 - 1) The advertisement hereby approved shall not be illuminated in any way.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Procedural Matters

3. The advertisement has already been erected. Consequently, I have considered the proposal as seeking express consent for the advertisement as built.
4. The application originally included three additional posters, but these were withdrawn during the application process and express consent is sought just for the free-standing advertisement. For clarity I have used the description of advertisement from the appeal form which reflects this amendment.

Main Issue

5. This is the effect of the advertisement upon the visual amenity of the street scene and surrounding area.

Reasons for the Recommendation

6. The advertisement is a non-illuminated free-standing sign constructed from wood and is approximately 3 metres(m) tall and 3.7m wide and 0.25m deep. At the base of the advert, a raised bed has been built and a number of plants have been planted within it. It is situated on an undeveloped area of grass land

in front of the caravan park which is located on a bend in the road. Consequently, the advertisement is in a prominent location within the street scene.

7. The caravans are visible behind the advertisement when passing the site and when exiting the junction opposite it. It is therefore clearly connected to the caravan park. Given the proximity of the public house, where some signage would be expected, an advertisement on this site does not appear out of character within the street scene.
8. The advertisement is set back from the road and the timber is a soft natural material that reflects the rural setting. In most views it is seen against the backdrop of the caravan park or the larger dwellings and public house on either side. Consequently, the sign is not visually dominant, and I do not consider that its size or siting has resulted in harm to the visual amenity of the street scene or the surrounding area generally.
9. I have taken into account Policy CS.9 of the Stratford-on-Avon Core Strategy 2011 to 2031 (2016) (CS) which states that advertisements should not compromise amenity, and so is material in this case. Given that I have concluded that the advertisement would not harm amenity, it does not conflict with this policy. Part H3 of the Development Requirements Supplementary Planning Document (SPD) is also relevant which provides further criteria with regard to the appearance of the advertisement and states that there needs to be justification for the advertisement. Whilst I note that the village is small with a low speed limit, the access to the caravan park is located on a bend in the road and for those not familiar with the area, it would be possible to miss the turning. In these circumstances I consider that the sign is justified.

Conditions

10. The Council has suggested a single additional condition which seeks to ensure the advertisement is not illuminated. Because the advertisement is located within a rural area it is necessary to control illumination in the interest of protecting the visual amenity of the area.

Conclusion and Recommendation

11. The advertisement does not harm the visual amenity of the street scene or the surrounding area. Therefore, for the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed.

G Sibley

APPEAL PLANNING OFFICER

Inspector's Decision

12. I have considered all the submitted evidence and the Appeal Planning Officer's report, and, on that basis, the appeal is allowed.

P J Davies

INSPECTOR