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# Appeal Decision

Site visit made 10 November 2020

**by Lynne Evans BA MA MRTPI MRICS**

**an Inspector appointed by the Secretary of State**

**Decision date: 08/12/2020**

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**Appeal Ref: APP/C3620/Z/20/3254686**

**Tailor & Clean, 149 Cobham Road, Fetcham, Surrey KT22 9HX**

- 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 Morteza Khosravi against the decision of Mole Valley District Council.
  - The application Ref: MO/2020/0199/ADV received by the Council on 27 February 2020, was refused by notice dated 27 April 2020.
  - The advertisement is sign on side of the shop with no light.
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## Decision

1. The appeal is dismissed.

## Preliminary Matters

2. At the time the application was submitted and at the time of my site visit the advertisement was in place on the flank elevation of the appeal premises.

## Main Issue

3. The main issue in this appeal is the effect of the advertisement on visual amenity, with particular regard to the effect on the street scene.

## Reasons

4. The appeal building is the end of a terrace of commercial uses fronting the south side of Cobham Road and turning the corner into Orchard Close. The existing advertisement is situated at first floor level on the side elevation. The sign is not illuminated and is white writing on a green background, measuring, overall, approximately 2 metres in width and 1 metre in height.
5. There are a number of commercial and retail premises on both sides of Cobham Road in the vicinity of the appeal premises, interspersed with residential uses. With a very small number of exceptions, signage and advertisements for the individual premises are sited at or below ground floor fascia level.
6. Although the advertisement is neatly presented and is not illuminated, its siting at first floor level on the side elevation of the premises results in it being very visually dominant in the street scene. The advertisement is particularly prominent in short and longer views, when approaching the site from the north-west. Given the general absence of high level advertisements in the street scene, this advertisement is visually intrusive and to the detriment of the street

scene. I therefore conclude that it does harm visual amenity, with particular regard to the effect on the street scene.

7. The Council has referred to Mole Valley Local Plan Policy ENV36 and Mole Valley Core Strategy CS14. In so far as these relate to issues of amenity, I have taken them into account in my decision as material considerations.
8. The Appellant has referred to examples of internally illuminated signs nearby. Each application must be considered on its individual merits. Notwithstanding this, and although I have not been provided with any detailed information regarding these other signs, I have nonetheless taken them into account in my decision. However, it is my view that the sign in this location and siting, is over dominant and visually intrusive and that the presence of these other signs does not outweigh this conclusion.
9. For the reasons given above and taking into account all other matters raised, I conclude that the appeal should be dismissed.

*L J Evans*

INSPECTOR