



Appeal Decision

Site visit made on 26 September 2022

by J Symmons BSc (Hons) CEng MICE

an Inspector appointed by the Secretary of State

Decision date: 13 October 2022

Appeal Ref: APP/E0915/Z/22/3303624

30 Lismore Street, Carlisle, Cumbria CA1 2AH

- 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 S Mohammed against the decision of Carlisle City Council.
 - The application Ref 22/0350, dated 25 April 2022, was refused by notice dated 16 June 2022.
 - The advertisement proposed is 2No fascia signs and 1No projecting sign.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. I noted on my site visit that the advertisement has already been erected. However, this does not accord to the drawings submitted as the fascia signs cover the architectural detailing above the shop windows which are shown to be retained. I have considered this development based on the drawings provided and not on the advertisement constructed on site.
3. The Regulations, the National Planning Policy Framework and the Planning Practice Guidance require that decisions are made only in the interests of amenity and public safety. No concerns have been raised with regard to public safety and I agree with this view.

Main Issue

4. The main issue is the effect of the advertisements upon the visual amenity of the area.

Reasons

5. The appeal property is to be used as a takeaway business. It is positioned within a Victorian terrace at the corner of Broad Street and Lismore Street. The terrace shares a uniformity of design and architectural detailing with other properties in the area. Many of the architectural details on the adjoining terrace, such as lintels and sills, are painted in a dark grey colour. The submitted drawings show some form of architectural detailing above the shop windows however, due to the current advertisement, this was covered and not visible.
6. The advertisements would consist of two non-illuminated box fascia signs and a non-illuminated projecting sign. The box fascia signs would be fixed horizontally end to end along the full shop front, above the architectural detailing. They would project out from the wall by about 0.1 meters. The

- projecting sign would be fixed to the shop wall facing Lismore Street and project about 0.65 meters out from it. The signage material would be opal acrylic and aluminium with the signs coloured grey with white and blue text.
7. The positioning of the box fascia signs, with their raised profile would be visually at odds with the retained windows' architectural detailing and to the general uniformity of the buildings in the wider residential street scene. Therefore, the box fascia signs would look incongruous and, as they run the full length of the shop front, would create a very prominent and dominating feature. This would be further exacerbated by the lack of any space being provided around the windows and building's architectural detailing. The box fascia signs would not respect the character and appearance of the shop front or the street scene. The signs would create an obtrusive and discordant visual feature within the area thus creating an unacceptable and harmful impact upon visual amenity.
 8. In relation to the projecting sign, even though it would be relatively simple and small in form and size, it would be an intrinsic part of the advertisement's design and would add further bulk and draw the eye. As such it would contribute to the obtrusive and discordant visual feature within the area thus creating an unacceptable and harmful impact upon visual amenity.
 9. I saw some examples of similar sized signs at other commercial properties in the wider area. However, none would be seen with the appeal scheme which is located in a primarily residential area where the relatively consistent frontage detailing remains visible and makes a positive contribution to the character and appearance of the area. The proposed signage would not be illuminated, it would be a similar colour to the painted detailing on the property and located in a position typical of such signs. Nevertheless, this would not prevent the box fascia signs still looking incongruous.
 10. Accordingly, I find that the advertisements would have an unacceptable and harmful impact upon visual amenity. The scheme would be contrary to Policy SP6 of the Carlisle District Local Plan 2015-2030, paragraph 136 of the National Planning Policy Framework and guidance within the National Planning Practice Guidance. These policies and guidance, amongst other matters, seek to ensure that development is to a quality that respects local character and minimises visual clutter.

Conclusion

11. For the reasons given above I conclude that the advertisements/proposals would be detrimental to the interests of amenity and as such the appeal should be dismissed.

J Symmons

INSPECTOR