



Appeal Decision

Site visit made on 14 February 2023

by Tamsin Law BSc MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 20 February 2023

Appeal Ref: APP/J3720/Z/22/3308510

Burgess Care, Fosse Way, Radford Semele, CV31 1XH

- 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 Lifeways Group against the decision of Stratford-on-Avon District Council.
 - The application Ref 22/00249/ADV, dated 27 January 2022, was refused by notice dated 22 August 2022.
 - The advertisement proposed is V-Board, non-illuminated advertisement sign on tri-post supports, to be positioned at the beginning of a 300m long access road to an existing care facility.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal on amenity.

Reasons

3. The appeal site is located on the eastern side of the B4455 at the junction with the access to Burgess Care. The area has a rural character with grass verges and hedgerows lining the road, mature trees and views over open agricultural land. The immediate area is generally free from clutter and commercial advertisements. This provides an attractive vista along the B4455 and makes a positive contribution to the verdant character and appearance of the area.
4. The proposed advertisement, being tall, white, metal and wrapping around a tree, would be incongruous when viewed against the verdant backdrop of the adjacent agricultural land, and would be at odds with the character of the surrounding area. As such, the proposed advertisement would appear as a prominent and visually intrusive feature in the street scene harming the character and appearance of the area.
5. I have had regard to examples of advertisements in the wider area, which I saw during my site visit. These appear to differ in their size, materials and context to the appeal proposal and are therefore not directly comparable. In any event, I have determined the appeal on its own merit.
6. In accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), I have taken into account the provisions of the development plan in so far as they are relevant. Policy CS.9 of the Stratford-on-Avon District Core Strategy (2011-2031) (CS) requires that

advertisements do not compromise amenity or highway safety. As such this policy is considered material insofar as it is relevant to visual amenity.

7. I conclude that the proposal would by reason of its location, height, size, and materials, adversely affect the visual amenity of the area. As such, the proposed advertisements would run contrary to the aims of CS Policy CS.9 and would be contrary to Paragraph 136 of the National Planning Policy Framework which states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Conclusion

8. For the reasons given above, and having had regard to all other matters raised, I therefore conclude that the appeal should be dismissed.

Tamsin Law

INSPECTOR