
Appeal Decision

Site visit made on 24 August 2023

by C Hall BSc MPhil MRTPI

an Inspector appointed by the Secretary of State

Decision date: 18th September 2023

Appeal Ref: APP/P5870/Z/23/3326303

16-18 Beddington Gardens, Wallington, Sutton SM6 0HU

- 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 Lidl GB Limited against the decision of the Council of the London Borough of Sutton.
 - The application Ref DM2023/00668, dated 21 April 2023, was refused by notice dated 21 June 2023.
 - The proposal is for the retention of 1no. flagpole sign, 3no. fascia signs, 1no. advertisement board sign, 1no. poster display unit and 1no. projecting sign.
-

Decision

1. The appeal is allowed and express consent is granted for the display of 3 no. fascia signs as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Preliminary Matter

2. The Council issued a split decision with planning permission granted for other advertisements on the site. I have dealt with the appeal having regard to the refused fascia signs only.

Main Issue

3. The main issue is the effect of the proposal on the visual amenity of the area.

Reasons

4. Amenity is not defined within the Regulations, nonetheless relevant factors include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. In assessing amenity, it is reasonable to consider characteristics of the neighbourhood.
5. The appeal site comprises a supermarket on Beddington Gardens near the junction with the A237. The site currently displays a number of advertisements and there are other signs in the area, largely associated with retail outlets opposite and locally within the Wallington commercial centre.
6. The proposed signs for which consent is now sought are already in place. They are positioned on the elevation facing Beddington Gardens and on the wall looking towards the railway line. The appearance of the advertisements is fairly simple, and does not contain any moving images or other animation.

7. The Council argues that the scale and prominent siting of the fascia signs would be visually obtrusive, and when viewed in conjunction with the other signs would result in visual cluttering of the site and public realm.
8. Whilst I acknowledge the Authority's approach, to my mind the three proposed fascia elements are seen against the mass of the existing supermarket building. Given the presence of the myriad commercial uses in the vicinity and the urban setting the advertisements do appear obtrusive. The design is functional, and in the context of their surroundings they do not appear as incongruous features or harm the visual amenity of the area.
9. In accordance with the Regulations, I have taken into account the provisions of the development plan in so far as they are relevant. Policy 28 of the Sutton Local Plan 2018 and the provisions of the Council's Urban Design Guide Supplementary Planning Document seek to ensure advertisements respond positively to the character of a locality and minimise harm to amenity. As such, these are considered material considerations insofar as they relate to this appeal.
10. I conclude, therefore, that the advertisement would not have a harmful effect on the visual amenity of the area. The scheme would meet with the objectives of the above policies.

Conclusion

11. Given the above reasoning and all issues advanced, I allow the appeal. The Council has not suggested any additional conditions to the five standard conditions and none are required.

C Hall

INSPECTOR