
Appeal Decision

Site visit made on 6 July 2024

by David Reed BSc DipTP DMS MRTPI

an Inspector appointed by the Secretary of State

Decision date: 31 July 2024

Appeal Ref: APP/F3545/Z/24/3341091
10-12 High Street, Brandon IP27 0AL

- 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 DPSK Ltd against the decision of West Suffolk Council.
 - The application Ref DC/23/1890/ADV, dated 15 November 2023, was refused by notice dated 13 February 2024.
 - The advertisement proposed is the installation of 1 no. externally illuminated fascia sign and 1 no. externally illuminated projecting sign.
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Decision

1. The appeal is allowed and express consent is granted for the installation of 1 no. externally illuminated fascia sign and 1 no. externally illuminated projecting sign at 10-12 High Street, Brandon IP27 0AL, in accordance with the terms of the application, Ref DC/23/1890/ADV, dated 15 November 2023, subject to the five standard conditions set out in the Regulations and the following additional conditions:
 - a) The development hereby permitted shall be carried out strictly in accordance with the following approved drawings:
Existing Elevations C5285-A5-02 Rev A
Block Site Plan showing signage C5285-BP10
Application Site 5285-LP-08B
Proposed Signage C5285-S07 Rev C
 - b) The advertisements shall not be illuminated outside the operating hours of the business.
 - c) The fascia sign illuminance level must not exceed 580cd/m². The projecting sign illuminance level must not exceed 450cd/m².

Main Issue

2. The main issue is the effect of illuminating the fascia and projecting signs on the visual amenity of the area, including the effect on the character and appearance of the host building and the Brandon Conservation Area (CA).

Reasons

3. No 10-12 High Street, a former bank building, was granted planning permission for the change of use to a hot food take away in July 2023 and now operates as a Domino's Pizza business. In November 2023 advertisement consent was granted for non-illuminated fascia and projecting hanging signs in corporate

colours and these are in place¹. The appeal proposal is to illuminate the fascia with a 3 m long overhanging trough light and the projecting hanging sign with two 750 mm long overhanging trough lights, one on each side.

4. No 10-12 lies at the southern end of the High Street which forms a key part of the town centre with a mix of ground floor commercial uses lining the street on either side and office and residential uses above. The High Street also forms part of the extensive Brandon CA which runs from the railway line in the north to the market square and then westwards to the parish church, incorporating a number of scattered listed buildings.
5. In granting consent the two advertisements were judged to be sympathetic to the character and appearance of the building concerned in the daytime and this would not change by illuminating them during the hours of darkness when the building is harder to see.
6. This part of the CA is commercial in character and appearance and already has shop and other advertisements that are externally illuminated after dark, including Ali's Kebab Pizza House at No 54, Collins Fish & Chip Takeaway, The Bell and Flintknappers Public Houses and Chilterns Estate Agents. Such signs are unsurprising and an accepted feature of the town centre after dark and into the evening, notwithstanding its historic and architectural interest. In this setting two more relatively modest externally illuminated signs would not be unduly prominent or appear out of place, and the character and appearance of Brandon CA would therefore be preserved.
7. The Council draw attention to Policy CS5 of the Core Strategy 2010 and Policies DM2, DM17 and DM38 of the Joint Development Management Policies 2015. These require high quality advertisements that respect and maintain local character, particularly in CAs, but importantly state that in CAs externally illuminated signs may be permissible where premises rely principally on trading after dark. This is the case for Domino's Pizza where lighting the signs would be in the interests of clarity for customers and delivery drivers who might otherwise cruise along the street to locate the premises increasing the risk to highway safety. The proposal therefore complies with these policies.

Conclusion

8. For these reasons illuminating the fascia and projecting signs would not harm the character and appearance of the host building or the CA, and there is consequently no reason to withhold consent on visual amenity grounds.
9. The Council seek three non-standard conditions should the appeal be allowed, and these are justified in the circumstances. It is necessary to define the approved plans in the interests of certainty and the maximum illuminance of the signs to protect visual amenity. It is also necessary to limit illumination to the hours of operation of the business to protect visual amenity.
10. Having regard to the above the appeal should be allowed.

David Reed

INSPECTOR

¹ Planning permission DC/23/0562/FUL and advertisement consent DC/23/1199/ADV.