
Appeal Decision

Site visit made on 5 September 2024

by T Burnham BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11th September 2024

Appeal Ref: APP/L2630/Z/24/3337176

**Roundabout A146/A143 Norwich Road, Gillingham Easting (x) 639604
Northing (y) 293107**

- 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 Mrs Sharon Levell (Hopkins Homes Limited) against the decision of South Norfolk District Council.
 - The application Ref 2023/2085, dated 17 July 2023, was refused by notice dated 30 November 2023.
 - The advertisement proposed is pole mounted freestanding advertisement sign.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the advertisement on the visual amenity of the area.

Reasons

3. The advertisement, which was in place at the time of my visit and which broadly accorded with the plan before me sits adjacent to the A146/A143 roundabout. The sign advertises a housing development in Beccles. It does not provide directional signage to that site. At the roundabout, signage appeared to be largely limited to highways safety and direction signage on and adjacent to the roundabout.
4. The site sits in attractive countryside, with the land largely in arable use. The advertisement forms a prominent feature when viewed from the roundabout. In these views it forms an incongruous feature which contrasts with the verdant rural appearance of the area.
5. Despite the distance from Rectory Road to the east, the advertisement also forms an uncomfortable feature within views through the gappy hedging from this road, and in these views the sign contrasts sharply with the rural agricultural appearance of the area. There is nothing to convince me that this advertisement is necessary in relation to a new build housing site a substantial distance from this location. The advertisement causes significant harm to the visual amenity of the area.
6. The Council has cited policies DM 3.8, DM 3.9 and DM 4.5 of the South Norfolk Local Plan Development Management Policies (2015) (DMP). The Regulations

require that decisions are made only in the interests of amenity and public safety. Consequently, although I have taken these policies into account, they have not been a decisive consideration in my determination of this appeal.

7. It is however the case that the advertisement conflicts with Policy DM 3.9 of the DMP 'Advertisements and signs' which amongst other things states that advertisements will not be permitted where they would be detrimental to the amenities of an area.

Conclusion

8. The advertisement causes significant harm to the visual amenity of the area. Accordingly, I conclude that the appeal should be dismissed.

T Burnham

INSPECTOR