



Appeal Decision

Site visit made on 8 November 2010

by Sue Glover BA (Hons) MCD MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 29 November 2010

Appeal Ref: APP/Q1445/H/10/2134118
186 Western Road, Brighton BN1 2BA

- 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 Cotswold Outdoor Ltd against the decision of Brighton and Hove City Council.
 - The application Ref BH2010/00954, dated 31 March 2010, was refused by notice dated 22 June 2010.
 - The advertisement is the installation of an internally illuminated banner sign.
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Decision

1. I allow the appeal and grant express consent insofar as it relates to the installation of an internally illuminated banner sign at 186 Western Road, Brighton BN1 2BA in accordance with the terms of the application, Ref BH2010/00954, dated 31 March 2010 and drawing nos. 7543-PP-001 Revision A, 7543-PP-002 Revision A, 7543-PP-003, 7543-PP-004 Revision A and 7916/M/1, subject to the standard conditions in Schedule 2 to the Regulations.

Main issue

2. The application to the Council was subject to a split decision. The main issue is therefore the effect of the internally illuminated banner sign on the character and appearance of the area.

Reasons

3. No. 186 is within a busy purpose built shopping frontage in Brighton town centre. Although this shop has a narrower frontage than some others nearby on this side of the street, there is a substantial gap between this first floor banner sign and other similar banner signs so that the street does not appear unduly cluttered with banner advertisements. Although internally illuminated and prominent, the banner sign is entirely appropriate in this city centre location and it does not therefore appear out of place or incongruous. Any future proposals for banner signs on nearby shops would be judged on their own merits.
 4. The opposite side of the shopping street lies within the Regency Square Conservation Area. That side of the street is very different in character having a historic facade on the upper floors. However, due to the separation distance the appeal sign has no material effect on the historic facade, so that the
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character and appearance of the adjoining conservation area is preserved. I conclude that the internally illuminated banner sign does not harm the character and appearance of the area.

5. Although the Council refers to development plan policies in the reason for refusal, the regulations to control advertisements require that decisions are made only in the interests of amenity and public safety. The development plan policies alone cannot be decisive, but I have taken them into account as a material consideration.

Sue Glover

INSPECTOR