



Appeal Decision

Site visit made on 24 June 2013

by Clive Tokley MRTPI

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

Decision date: 3 July 2013

Appeal Ref: APP/Q1445/H/13/2193533

The Grenadier, 200 Hangleton Road, Hove, BN3 7LT.

- 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 Mitchells and Butlers PLC against the decision of Brighton and Hove City Council.
 - The application Ref BH2012/04009, dated 10 December 2012, was refused by notice dated 15 February 2013.
 - The advertisement proposed is an internally illuminated totem sign.
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Decision

The appeal is dismissed.

Main Issue

1. The main issue is the effect of the sign on the visual amenities of the site and its surroundings.

Reasons

2. The Grenadier public house is located at the apex of the junction between the main through route, Hangleton Road, and West Way. In total six routes converge on the junction which, on the north side of Hangleton Road, forms a local shopping centre containing shops, food and drink outlets and local services. Trees and shrubs between the pavement and the carriageway break up the space between the buildings and the roads creating a pleasant area with a human scale. This area contrasts with a petrol filling station and office supplies premises which are starkly in view about 50m to the east of the junction.
3. The public house is prominent when approaching from the east but at the time of my visit it was partly screened by the street trees; however for half of the year when the trees are not in leaf the building would be more clearly in view. Lower level shrubs provide all year round screening of the car park. The public house has three high-level signs in the central section of the building which clearly indicate the use of the building. In addition there are two flag poles, with flags flying when I visited, attached to the front wall of the building extending up to about ridge height.
4. The proposal indicates the replacement of four free-standing signs around the edge of the car park with two signs; the proposed totem sign and a relocated sign "C" (to be moved from the car park entrance to the centre of the front boundary). The proposed totem sign would have an overall height of 4.35m

and would replace the two signs formerly located at the site entrance; however the proposed sign would be taller than those signs and would be very prominent when approached from the west, where there is no tree cover. Whilst at some times of the year it would be partly screened from the east I consider that as a result of its height and width it would stand out as a stark feature in the street scene very close to the pavement.

5. The Council's SPD 07 – *Advertisements* adopted in June 2007 acknowledges that commercial advertising will be expected in local shopping areas. However I consider that the proposed sign would be unacceptably intrusive and would detract from the pedestrian scale that has been created by the design of the pavements and planting in the area.
6. I agree with the appellant that there is merit in reducing the clutter of signs and I note that the proposal would result in the removal of a 3.75m high sign. However I consider that this does not justify the installation of a sign of the size proposed. The appellant comments that the size of the display is determined by the brand identity; however I consider that a sign of this size would not be appropriate in this location where it would be unacceptably harmful to the visual amenities of the area.

Conclusion

7. Taking account of all matters I have concluded that the totem sign would be unacceptably harmful to the visual amenities of the site and its surroundings and that the appeal should not succeed.

Clive Tokley

INSPECTOR