



Appeal Decision

Site visit made on 27 February 2014

by C J Leigh BSc(Hons) MPhil MRTPI

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

Decision date: 13 March 2014

Appeal Ref: APP/Q1445/H/13/2203496

Pizza Express, Unit 4 The Boardwalk, Brighton Marina Village, Brighton, BN2 5WA

- 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 Benn Handley against the decision of Brighton & Hove City Council.
 - The application Ref BH2013/01040, dated 2 April 2013, was refused by notice dated 17 June 2013.
 - The advertisements proposed are two internally-illuminated fascia signs, one internally-illuminated menu sign, two internally-illuminated glass blade signs, four non-illuminated windbreaks, two non-illuminated umbrellas, and 14 non-illuminated blinds
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Procedural matters

1. The content of the National Planning Practice Guidance has been considered but in light of the facts in this case the Guidance does not alter my conclusions.

Decision

2. The appeal is allowed and express consent for the display of the advertisements as applied for is granted. The consent is for five years from the date of this decision and is subject to the standard conditions set out in the Regulations.

Main Issue

3. The main issue in this appeal is the effect of the advertisements on the visual amenity of the area.

Reasons

4. I saw at my site visit that there is a wide variety of signage within Brighton Marina and the row of restaurants within which the appeal site lies along the waterfront, namely Mermaid Walk. This signage includes wind-break screens, large umbrella structures, lighting, and main fascia boards announcing the name of the premises. This collection of signage is not obtrusive in the area and does not harm the appearance of the buildings to which they are attached, or the character of the wider area which, in this part of the Marina, is mixed commercial and residential, along with water-based activities.
5. The signs the subject of this appeal are in situ and fit comfortably within this character. The size and position of the principal signs attached to the building do not clutter its appearance and are appropriately scaled to the building design and shape. The windbreaks, umbrellas, blinds and lamps in front of the

premises are similarly of an acceptable number, size and design for the premises and wider area. The simple black and white design of the signs is not intrusive.

6. The illuminated sign to the side of the premises is positioned to indicate the main entrance to the premises. The sign is not imposing or excessive in scale. I could appreciate that it forms an important role in directing potential customers as to how to enter the restaurant. It causes no harm to the character of the area.
7. The advertisements would not cause harm to public safety
8. I have had regard to the advertisements the subject of a parallel appeal (ref. APP/Q1445/H/13/2207555) and consider that there would not be any harm arising from the cumulative effect of the advertisements in both appeals. My findings as set out above remain unaltered.
9. The proposed development would therefore be consistent with the objectives of Policy QD12 of the Brighton & Hove Local Plan 2005, and guidance within the Council's Supplementary Planning Document: Advertisements 2007, which seek to ensure advertisements and signs are sensitively designed and contribute to the visual amenity of the area. For the reasons given, and having regard to all other matters raised, consent is granted for their display.

C J Leigh

INSPECTOR