

**APPEAL BY COMMERCIAL DEVELOPMENTS PROJECTS LIMITED AGAINST THE
DECISION OF THE COUNCIL TO REFUSE TO GRANT EXPRESS CONSENT FOR THE
ERECTION OF A 5M DOUBLE SIDED MONUMENT SIGN**

<u>Application Number</u>	18/00987/ADV
<u>LPA's Decision</u>	Refused under delegated powers
<u>Appeal Decision</u>	Allowed
<u>Date of Appeal Decision</u>	30th July 2019

The Appeal Decision

The Inspector identified the main issue to be the effect of the advertisement on the amenity of the area.

In granting the appeal the Inspector made the following key comments and observations:-

- The appeal site has planning permission for the construction of an A1/A3 unit (hereafter referred to as the approved building) and is located adjacent to a light controlled intersection where there are other commercial uses in close proximity. These include a car repairs premises which has a large totem sign on the forecourt and a banner sign on the fascia of the building, a large free-standing restaurant on the opposite side of the road to the appeal site which has a totem sign in the car park area to the front of the building and a car sales business next to the restaurant which has a large open roof canopy displaying the company's branding at fascia level.
- The proposed sign will be erected on a landscaped strip in front of the approved building where it faces Newcastle Road. Although visible from surrounding roads it will be seen against the backdrop of the approved building and would not appear over prominent in this context. Moreover, there are signs of similar scale sited on the forecourt areas of adjacent commercial uses and so the proposal will be seen in this setting without appearing intrusive or harmful to the character of the area. The Inspector considered the design of the sign to be acceptable and consistent with the appearance of the approved building.
- Despite the presence of the other signage on the approved building, the Inspector considered that the height and positioning of the totem would give advance warning to motorists approaching from Newcastle Road and Linley Road where long distance views of the building would be partially obscured by landscaping and a free-standing advertisement hoarding.
- It was concluded that the proposed sign would not harm the amenity of the area and so does not conflict with Policy CSP1 of the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006-2026, or Paragraph 132 of the National Planning Policy Framework.

Recommendation

That the appeal decision be noted.