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## Appeal Decision

Site visit made on 15 February 2011

by **Kevin Ward BA (Hons) MRTPI**

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

Decision date: 1 March 2011

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**Appeal Ref: APP/H0738/H/10/2135184**

**Land to south west of A177 Stillington Cross Roads, Stillington, Stockton on Tees**

- 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 Mr Graham Bennett against the decision of Stockton-on-Tees Borough Council.
  - The application Ref 10/1199/ADV, dated 9 May 2010, was refused by notice dated 2 July 2010.
  - The advertisement proposed is a display board size of an estate agent for sale sign 39 inches wide, 24 inches long.
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### Decision

1. I dismiss the appeal.

### Main Issue

2. The main issue is the effect of the proposed sign on the character and appearance of the area.

### Reasons

3. The proposed sign would occupy a very prominent position along the roadside within the open countryside. It would be unrelated to any buildings and would appear as an isolated and obtrusive feature, out of keeping with the rural landscape. It would harm the character and appearance of the area.
4. Although the sign would not affect visibility at the junction and would not therefore be detrimental to highway safety, this does not outweigh the harm that I have identified above.
5. I appreciate that there are no signs at this location at present and there may well be little prospect of others being proposed. I also accept that similar signs can be found elsewhere. I have considered the appeal proposal on its own merits however. I note the appellant's argument that the sign would attract customers to the business concerned. The Regulations however, require that decisions are made only in the interests of amenity and public safety.
6. For the above reasons I dismiss the appeal.

*Kevin Ward*

INSPECTOR