



Appeal Decision

Site visit made on 4 January 2013

by **George Arrowsmith BA, MCD, MRTPI**

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

Decision date: 25 January 2013

Appeal Ref: APP/H0738/H/12/2183520
375 Norton Road, Stockton-on-Tees, TS20 2PJ

- 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 M Woodall against the decision of Stockton-on-Tees Borough Council.
 - The application Ref 12/1549/ADV, dated 25 June 2012, was refused by notice dated 2 August 2012.
 - The advertisement proposed is a hoarding sign.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is whether the advertisement, which was not in place at the time of my site visit, would be harmful to the visual amenity of the area.

Reasons

3. The appeal site is on a main road where residential uses predominate. The street scene does not have any outstanding visual qualities but a number of mature deciduous trees will bring a pleasing element of greenery when they are in leaf. There are few advertisements in the immediate vicinity although there is a wooden sign advertising the Kingswood Bed and Breakfast on the boundary between Nos 377 and 379. This is however smaller than the sign proposed and is in muted colours. In this visual environment I consider that the proposed advertisement, which would extend to a height of 3m, have a width of 2.4m, be multi-coloured and at right angles to Norton Road, would be an intrusive feature in the street scene and would be harmful to visual amenity.
4. The Council refer to Core Strategy policy C3(8). The Regulations require that decisions be made only in the interests of amenity and, where applicable, public safety. Therefore the Council's policy alone cannot be decisive. I have however taken it into account as a material consideration in my determination of the appeal.

George Arrowsmith

INSPECTOR