



---

# Appeal Decision

Site visit made on 11 June 2012

**by Simon Miles BA(Hons) MSc MRTPI**

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

**Decision date: 21 June 2013**

---

**Appeal Ref: APP/Q1445/H/12/2189607**

**Cambridge House, 121-123 Davigdor Road, Hove, East Sussex BN3 1RE**

- 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 Charterhouse Ltd against the decision of Brighton & Hove City Council.
  - The application Ref BH2012/02630, dated 23 August 2012, was refused by notice dated 27 November 2012.
  - The advertisements proposed are vinyl letters fixed to glass curtain wall.
- 

## Decision

1. The appeal is dismissed.

## Main Issue

2. This is the effect of the advertisements on the character and appearance of the area.

## Reasons

3. The appeal relates to a substantial contemporary building having a simple uncluttered design characterised by clean lines and extensive glazing. The advertisements, comprising vinyl letters, by reason of their size and extent, are very prominent and cut across the glazed sections in a manner that pays little regard to the form and proportions of the host building.
4. As a result the advertisements have an unduly dominant effect on the building, giving an undesirable impression of visual clutter and detracting from the building's simple form and clean lines, to the detriment of the character and quality of the surrounding environment. I take this view even allowing for the presence of other commercial uses and signage in the wider locality.
5. This leads me to conclude that the advertisements cause significant harm to the character and appearance of the area. The excessive size and extent of the advertisements and the harm caused over-ride any suggestion that the advertisements add interest to the building and outweigh any commercial benefits.
6. Whilst noting the Council's adopted policies, the Regulations to control advertisements may only be exercised in the interests of amenity and public safety, taking account of any material factors. The Council's policies are therefore not decisive in themselves.

7. Overall, given my findings and in view of the harm caused to the visual amenity of the area, I find that the appeal should not succeed.

*Simon Miles*

INSPECTOR