
Appeal Decision

Site visit made on 22 November 2016

by H Butcher BSc (Hons) MSc MRTPI

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

Decision date: 16 December 2016

Appeal Ref: APP/G1250/Z/16/3154815

Kwik-Fit 1143 Ringwood Road, Bournemouth, BH11 9JY

- 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 Simon Holt against the decision of Bournemouth Borough Council.
 - The application Ref 7-2016-4576-Y, dated 10 May 2016, was refused by notice dated 1 July 2016.
 - The advertisement proposed is 1 pylon sign.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The Council issued a split decision in which express advertisement consent was granted for a number of signs but refused in respect of a pylon sign. This appeal therefore relates only to the refusal of the pylon sign.

Main Issue

3. The impact of the pylon sign on the character and appearance of the surrounding area.

Reasons

4. At the time of my site visit the pylon sign had been erected. It is larger than the post sign it replaced and is therefore more visually prominent. However, it does not appear as an inappropriate addition to the forecourt of Kwik-Fit and is of a more up-to-date design. Notwithstanding the above, the upper section of the pylon sign is illuminated whereas the previous sign was non-illuminated. Given the overriding residential nature of the area surrounding the appeal site and the general absence of illuminated advertising, the illumination of the pylon sign is incongruous and obtrusive. It is therefore harmful to the character and appearance of the area. The appeal site occupies a highly visible location fronting onto a roundabout therefore illuminating the pylon sign does not materially aid customers in locating the site.
 5. I note there is a BP garage further to the north of the roundabout on which the appeal site is located which has larger illuminated signs than the pylon sign proposed. However this is a business which is more likely to be open 24 hours, or, at the very least, later into the evening, which accounts for its need for illuminated signage. This does not, however, apply to Kwik-Fit which, from the
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plans before me, is open between normal working hours and not beyond 18:00hrs. In any event, the presence of the BP garage signs does not justify further harm to the area by way of illuminated advertising.

6. The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety. For the reasons given above I conclude that the appeal should be dismissed as the pylon sign is detrimental in the interests of amenity.

Hayley Butcher

INSPECTOR