



Appeal Decision

Site visit made on 7 August 2019

by M Chalk BSc (Hons), MSc, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 29 August 2019

Appeal Ref: APP/G3110/Z/19/3229186

Advertising Right Adjacent 208 Garsington Road, Oxford OX4 6NQ

- 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 Richard Page of Insite Poster Properties against the decision of Oxford City Council.
 - The application Ref 19/00377/ADV, dated 12 February 2019, was refused by notice dated 9 April 2019.
 - The advertisement proposed is described as two self standing externally illuminated 48-sheet advertising displays adjacent to self storage entrance.
-

Decision

1. The appeal is allowed and express consent is granted for the display of two self standing externally illuminated 48-sheet advertising displays adjacent to self storage entrance as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition:
 1. Illumination shall accord with the Institute of Lighting Professionals publication 'The Brightness of Illuminated Advertisements' (2015) or any similar replacement publication and shall not exceed 600 cd/m² during the hours of darkness.

Main Issue

2. The main issue is the effect of the proposed advertisements on visual amenity.

Reasons

3. The appeal site is a vacant piece of land comprising a hardstanding between the entrances to a car wash and a trading estate on Bobby Fryer Close. This section of Garsington Road runs through a predominantly commercial area with businesses and shops on both sides of the road.
4. There are several signs already in place in the immediate vicinity of the site, including totem signs advertising the trading estate, the car wash and a storage business, the last of which has an illuminated and animated panel on one side. Within the car wash site are several other signs, including brightly patterned fascia signs which are visible from outside of the site. There are no highways signs in the immediate vicinity of the site, other than road name signs at a low level.

5. In the wider view, the takeaway next to the car wash has several large signs in place. The Dulux centre on the far side of the junction with Bobby Fryer Close also has large signs, although due to the relative size of that building and the signs displayed these are less striking than on the takeaway.
6. I do not have any information relating to these other signs, but they contribute to the setting of the appeal site. On the opposite side of the road there is a single large building behind palisade fencing without any signage on either the fence or the building.
7. The proposed signs would be erected back to back, with one facing in each direction of the road, and therefore visible to road users approaching the site. The installation would be visible for some distance in both directions, although it would mix with the surrounding signs and in particular the totem signs at longer distances.
8. The existing signs, especially the large totem signs associated with the car wash and storage business, form a focal point of advertisements in the immediate area. The appeal site was previously occupied until 2017 by advertisements of similar proportions to those proposed, although oriented horizontally rather than vertically. I find that the vacant site does not contribute to the visual amenity of the surrounding area.
9. The advertisements proposed would be of a similar height to the neighbouring totem signs and seen in the context of the wider commercial area, mainly by road users travelling along Garsington Road. For such users the proposed advertisements would be part of a succession of signs of varying size and appearance. I do not consider that the cumulative impact of the existing and proposed advertisements would result in an unacceptable level of visual clutter arising from the various signs in the area around the site and the proposed advertisements would suit their visual setting in terms of scale, design, appearance and materials.
10. The signs would be illuminated, but in this commercial setting I do not consider that this would be detrimental to the visual amenity of the surrounding area. Although most signs in the immediate area are not illuminated, these advertisements would not be related to a specific business in the area and therefore I consider that in this location illumination at a level in accordance with the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" of 600 cd/m² for advertisements of the size proposed is appropriate outside of normal business hours. A condition to control the level of illumination is enclosed at paragraph 1.
11. I am therefore satisfied that the proposed advertisements would be acceptable in terms of the effect on visual amenity in accordance with policies CP1, CP8, CP20 and RC14 of the Oxford Local Plan 2001-2016 (adopted November 2005) and CS18 of the Oxford Core Strategy 2026 (adopted March 2011). These policies when taken together seek to ensure that development suits its visual setting in terms of scale, design and appearance which creates an appropriate visual relationship with the surrounding area. These policies are consistent with the criteria of the National Planning Policy Framework insofar as it seeks to control advertisements in the interests of amenity and public safety, taking account of cumulative impacts.

Conclusion

12. For the reasons outlined above the appeal is allowed, subject to the conditions set out above.

M Chalk

INSPECTOR