



Appeal Decision

Site visit made on 17 February 2020

by Simon Hand MA

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

Decision date: 24 February 2020

Appeal Ref: APP/Z0116/G/19/3224541

Land to the east of 21A Winterstoke Road, Bristol, BS3 2NN

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a Discontinuance Notice relating to the use of a site for the display of advertisements with deemed consent.
 - The appeal is made by Insite Poster Properties Ltd against discontinuance action by Bristol City Council.
 - The Council reference is DJM/IA3.1388. The Discontinuance Notice is dated 6 February 2019.
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Decision

1. The appeal is dismissed. The Discontinuance Notice shall come back into effect immediately and that the use of the site for the display of advertisements with deemed consent cease by the end of 28 days from the date of this decision.

Main Issue

2. Whether the continued use of the site for the display of advertisements causes substantial injury to amenity.

Reasons

3. The site is the blank rear wall of a what appears to be a small dwelling that stands on the corner of the junction between Winterstoke Road and Bedminster Down Road. This is a mixed area of commercial and residential uses and there is considerable advertising on buildings and beside the roads forming a busy gyratory that Winterstoke Road feeds into. Nevertheless, just because other advertisements exist does not mean that any and all advertising is acceptable.
4. In this case the small dwelling stands next to a carwash business, which is liberally festooned with small garish yellow signs. The appeal site contains a hoarding which stands on supporting legs completely dominating the back wall of the building and extending above the eaves line to obscure much of the roof. The yellow signs, while numerous are smaller and mostly at a lower level and in scale with the commercial activity in the yard in front of the site. The hoarding by way of contrast appears massive, dominant and entirely out of place. I disagree that its removal will have no effect on the streetscene. It is fully visible from the houses across the road and in a very prominent position for anyone travelling up Winterstoke Road towards the gyratory. Its removal would be a considerable improvement, removing a large item of clutter from this already busy (in advertisement terms) site.

5. Taking this altogether, the continued use of the site for advertisements does cause substantial injury to amenity and I shall dismiss the appeal and uphold the discontinuance notice.

Simon Hand

Inspector