



Appeal Decision

Site visit made on 24 November 2020 by Thomas Courtney BA(Hons) MA

Decision by Andrew Owen MA BA(Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 16 December 2020

Appeal Ref: APP/W5780/Z/20/3255746

Advertisement Right Side of 1 Chigwell Road, South Woodford, London, E18 1LR

- 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 Clear Channel UK against the decision of the London Borough of Redbridge Council.
 - The application Ref 1111/20, dated 23 March 2020, was refused by notice dated 18 May 2020.
 - The advertisement is an upgrade of existing 48 sheet advert to support digital poster.
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Decision

1. The appeal is allowed and express consent is granted for a digital poster 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 conditions:
 - 1) The intensity of the illumination of the advertisement permitted by this consent shall be no greater than 300 candela per square metre.
 - 2) Images displayed on the approved advertisement shall not change more frequently than once every 10 seconds.
 - 3) The advertisement shall not display any flashing, moving or apparently moving images, and the transition between advertisements must take no longer than one second.
 - 4) In the event of a breakdown, the advert screen and its associated illumination shall be automatically 'powered off' so as to prevent flashing error messages or any other potentially distracting messages and/or lights being shown.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Procedural matter

3. Although the advert is described on the application forms as being the upgrade of an existing 48 sheet advert, there was no existing advert on site at the time of my visit. The description of the advert in the formal decision above reflects this.

Main Issue

4. The main issue is the effect of the proposed advertisement on the amenity of the area including the locally listed Holy Trinity church.

Reasons for the Recommendation

5. The appeal site relates to the western flank of a three-storey building located on the corner of Southview Drive and Chigwell Road (A113). The Holy Trinity Church, which is a Locally Listed Building, is sited directly opposite the proposal site at a distance of approximately 37 metres and its boundaries are well-screened by tall mature trees and bushes. The surrounding area is characterised by a mix of residential and retail uses but is mostly defined by the busy junction.
6. Although the proposal would be a prominent advertisement, the church is set-back from the road and is separated from the advertisement by quite a large distance as well as the effective screening which together would adequately shield the church.
7. The proposed illuminated digital poster with changing images would principally be visible to vehicles and pedestrians travelling north-eastwards along Hermon Hill and would appear within the background of the view of the church. However, these views would only be fleeting and so would not, in my view, compromise the setting of the church to an unreasonable degree.
8. Furthermore, I concur with the appellant's view that the setting of the church is already characterised by the ambient light associated with the junction's traffic lights and lampposts. The proposal would only marginally increase the amount of illumination and its brightness could be controlled to ensure that it would never appear overtly obtrusive. Overall I consider it would not unacceptably impact on the setting of the heritage asset.
9. Given the above, the advert would not be detrimental to the amenity of the area. I have taken into account Policy LP26 and LP33 of the Redbridge Local Plan which together seek to ensure proposals are of the highest standard of design, respect local character and context, and conserve the settings of heritage assets. As I have found that the proposal would not harm amenity it would accord with these policies.

Conditions

10. I have imposed the five standard conditions as set out in the Regulations.
11. To ensure that the proposal preserves the setting of the Locally Listed Building and not appear overly prominent and so unduly harm the amenity of the site and surrounding area, I have also imposed a condition restricting the intensity of the illumination of the advertisement to 300 candela per square metre as suggested by the appellant.
12. I have also imposed a condition, which combines some of the Council's suggested conditions, which requires that all displayed images shall be static, and that the transition between images must be almost instantaneous. This is to ensure that the advertisement would not be so overtly eye-catching that it would distract road users. For the same reason, I have also attached a condition which states that a displayed image shall remain on-screen for at

least 10 seconds before changing to another. Similarly, I have imposed a condition which requires the advert screen and its associated illumination be automatically 'powered off' so as to prevent flashing error messages or any other potentially distracting messages and/or lights being shown in the event of a breakdown.

Recommendation

13. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed.

Thomas Courtney

APPEAL PLANNING OFFICER

Inspector's Decision

14. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis the appeal is allowed.

Andrew Owen

INSPECTOR