



Appeal Decision

Site visit made on 5 January 2021

by R Walker BA Hons DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11 January 2021

Appeal Ref: APP/N2345/Z/20/3261153

328 West Strand, Preston PR1 8UY

- 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 Ltd against the decision of Preston City Council.
 - The application Ref 06/2020/0749, dated 27 July 2020, was refused by notice dated 2 October 2020.
 - The advertisement proposed is proposed 3m (H) x 6m (W) '48-sheet' free-standing internally illuminated digital advertisement display.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal on the visual amenity of the area.

Reasons

3. The appeal site is located along a busy road, characterised predominantly by mixed commercial uses. There are also residential properties along the road and immediately adjacent to the site in the building known as Neptune House.
4. The proposed digital advertisement would be positioned in a prominent location along the road, near a junction. Due to its size, elevated position and location, it would obscure a large portion of the Neptune House building when travelling south along the road.
5. It would appear subservient in scale to the adjacent office building and would be set with the backdrop of the flyover. However, its scale, in relation to the Neptune House building, would result in a visually intrusive feature in this part of the road. Conditions controlling the display would not overcome my concern regarding its overall scale and positioning.
6. From the details before me, the digital advertisement approved at Deepdale Road allows views either side, to the building behind, to a much greater extent than the proposal. Moreover, my concern is not the principle of an advertisement in this area, but the scale in this particular location. My attention has been drawn to a previous appeal decision for signage on the Neptune House building. However, this was for a markedly different proposal and I have made my own assessment of the proposal before me.
7. I therefore conclude that the proposed digital advertisement would harm the visual amenity of the area. Policy EN9 of the Preston Local Plan (2015), the

National Planning Policy Framework and the National Planning Practice Guidance have been cited in the reason for refusal. Whilst I have taken them into account as material considerations, the power to control advertisements under the regulations may be exercised only in the interests of public safety and amenity. Consequently, in my determination of this appeal, they have not, themselves, been decisive.

8. The absence of harm in relation to other considerations are neutral matters and do not outweigh the harm I have identified to the visual amenity of the area.
9. For the reasons given above, the appeal is dismissed.

Robert Walker

INSPECTOR