



Appeal Decision

Site visit made on 6 July 2021 by A Coombes

Decision by K Taylor BSc (Hons) PGDip MRTPI

an Inspector appointed by the Secretary of State

Decision date: 28th July 2021

Appeal Ref: APP/H1705/Z/21/3273175

Site Address Land at Norn Hill, Basingstoke, RG21 4ER

- 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 Wildstone Group Limited against the decision of the Basingstoke and Deane Borough Council.
 - The application Ref 21/00131/ADV, dated 17 December 2020, was refused by notice dated 15 March 2021.
 - The advertisement proposed is the removal of two advertising boards and replacement with a 48-sheet freestanding digital advertisement.
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Decision

1. The appeal is dismissed.

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. Following the Council's determination of the application an updated National Planning Policy Framework (the Framework) has been published. The current version must be taken into account, however, the wording of the section relevant to advertisements has not altered.

Main Issues

4. The main issue is the effect of the proposed advertisement on the amenity of the area.

Reasons

5. The appeal site is located within a suburban area on the outskirts of Basingstoke at the junction of Norn Hill and Coronation Road. Though there is one modest commercial unit within the vicinity, the area is predominantly residential. The proposal seeks to replace the existing two paper and paste advertisements with one 48-sheet size freestanding digital advertisement.
6. The proposed advertisement would replace the billboard that is currently in situ, set back from the road behind a small triangular green space and closest to 19 Norn Hill. Though angled to attract the attention of drivers and pedestrians approaching upwards on Norn Hill, it would also be visible from

several houses at the start of Coronation Road. Although the site visit was carried out during daylight it was clear that, with the exception of two streetlights and a modest amount of downlighters on the signage for the Londis store, there is little illumination from other sources. The introduction of a large, digital advertisement with the associated illumination at this proximity would significantly alter the residential character of the area and have a detrimental impact on the visual amenity of the nearby occupants.

7. It is noted that the levels and hours of luminance can be controlled, and the display could be switched off entirely overnight (after 00:00). However, even without direct light spill into nearby properties, the illuminated nature of the sign would be prominent outside of daylight hours and would be incongruous in this predominately residential setting. While there may be sustainability benefits to the proposed update, and the proposal would see a reduction from two advertisements to one, this would not outweigh or mitigate the harm to amenity.
8. For the reasons given above, the proposed advertisement would cause harm to the amenity of the area. Although not decisive, regard has been had to Policy EM10 of the Basingstoke and Deane Local Plan, adopted 2016 and the Framework. Policy EM10 requires that proposals respect the local environment and contribute to the street scene and public spaces whilst providing high levels of amenity. Furthermore, Paragraph 136 of the Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Recommendation

9. For the reasons given above and having regard to all other matters raised, I recommend that the appeal is dismissed.

A Coombes

Appeal Planning Officer

Inspector's Decision

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

K Taylor

INSPECTOR