



Appeal Decision

Site Visit made on 17 November 2021

by L J O'Brien BA (Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 10 February 2022

Appeal Ref: APP/V1260/Z/21/3277560

Land adjacent railway, Barrack Road, Christchurch, BH23 2BN

- 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 Synergy Media Holdings against the decision of Bournemouth Christchurch and Poole Council.
 - The application Ref 8/21/0226/ADV, dated 4 March 2021, was refused by notice dated 7 May 2021.
 - The advertisement proposed is one '48 sheet ' advertising billboard.
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Decision

1. The appeal is dismissed.

Preliminary Matter

2. Powers under the Regulations to control advertisements may be exercised only in the interests of amenity and where appropriate public safety, taking account of any material factors. The Council has drawn to my attention the policies it considers relevant and I have taken them into account as a material consideration though they have not, by themselves, been decisive in reaching my determination on this appeal.

Main Issue

3. The main issue is the effect of the advertisement on visual amenity.

Reasons

4. The appeal site is a patch of grass alongside the pavement on Barrack Road, a wide dual carriageway, close to the point at which the road passes over the nearby trainline. The area in the immediate vicinity of the appeal site is characterised by a distinct lack of built form and surrounding greenery which create a sense of openness and a verdant character and appearance. The character then begins to transition into a more developed and bustling area with nearby shops, pubs and houses lining the road, though, the majority of these are set back from the road behind greenery. The proposal is for a 48 sheet advertising billboard.
5. In accordance with the Regulations, I have taken into account the provisions of the development plan so far as they are material. Of particular relevance to the appeal proposal is Policy HE2 of the Christchurch and East Dorset Local Plan Part 1 – Core Strategy, April 2014 (the development plan) which states that development will be permitted if it is compatible with or improves its surroundings.

6. The proposed advertisement would represent a large addition within its context and would add visual clutter to an area which currently has no other such billboards and relatively little street furniture or paraphernalia. The proposal would appear prominent within the street scene and the solid lines and urban appearance of the advertisement would appear visually jarring when viewed against the backdrop of mature trees.
7. Consequently, I consider that the proposal would erode the important sense of openness and verdant character and appearance of the area thus causing harm to visual amenity.
8. I note that such advertisements are often commonplace near to roads and railway lines and accept that the billboard would be constructed of wood, un-illuminated and have no moving parts. Nevertheless, in this instance, no other such advertisements are present nearby and the character of the area is such that the proposal would appear as an incongruous feature. I also recognise that other parts of Barrack Road have a different character and appearance and represent visually busier areas, however, the appeal site sits within a notably different part of the road with a different character and appearance.
9. I therefore consider that the proposal would not be compatible with or improve its surroundings and would, therefore, conflict with Policy HE2 of the development plan and cause harm to amenity.

Conclusion

10. For the reasons given above I conclude that the appeal should fail.

L J O'Brien

INSPECTOR