



Appeal Decision

Site visit made on 25 November 2022

by S Poole BA(Hons) DipArch MPhil MRTPI

an Inspector appointed by the Secretary of State

Decision date: 22 December 2022

Appeal Ref: APP/W1715/Z/22/3304606

Advertisement hoardings north of the Plough Inn, Portsmouth Road, Bursledon SO31 8BT

- 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 Eastleigh Borough Council.
 - The application Ref A/22/92983, dated 22 April 2022, was refused by notice dated 16 June 2022.
 - The development proposed is the erection of a digital poster display.
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Decision

1. The appeal is dismissed.

Main Issue

2. Neither the Council nor the Local Highways Authority have objected to the proposal on public safety grounds. Therefore, the main issue is the effect of the proposal on amenity.

Reasons

3. The appeal site is occupied by a pair of large externally illuminated billboard signs. These are situated next to the Portsmouth Road, on the edge of a wood, close to the Plough Inn. The site is outside the built-up area of Bursledon and its surroundings are predominately rural in character forming part of designated countryside and a settlement gap.
4. The proposal would comprise the replacement of one of the traditional paper-and-paste advertisement boards with a structure of similar size and orientation containing a digital display. This would display static images that would change every ten seconds. The appellant has stated that both the existing billboards would be removed. However, the proposed digital display would occupy the footprint of the left-hand billboard and would not require the removal of the right-hand one. In the absence of a clear mechanism to secure the removal of both existing billboards I attribute limited weight to the appellant's view that the proposal would automatically result in a 50% reduction in the amount of advertising space in this location.
5. The existing pair of billboards are obtrusive and incongruous features in this essentially rural setting but do not require illuminance during daylight hours. The digital display would be permanently illuminated and therefore a more

alien element in this rural setting than the billboard it would replace. It would have an urbanising effect on the character of the countryside and the settlement gap that would be harmful and detrimental to the appearance of the area.

6. For these reasons I conclude that the proposal would have an unacceptable effect on amenity. The Council has cited the National Planning Policy Framework (2021) and Policies S5, S6 and DM1 of the Eastleigh Borough Local Plan (2016-2036) in its reason for refusal and I have taken them into account as material considerations. However, the power to control advertisements under the regulations may be exercised only in the interests of public safety and amenity. Consequently, they have not, in themselves, been decisive in my determination.

Conclusion

7. For the reasons set out above, and having regard to all other matters raised, I conclude that the appeal should fail.

S Poole

INSPECTOR