



Appeal Decision

Site visit made on 22 February 2023

by S Rawle BA (Hons) Dip TP Solicitor

an Inspector appointed by the Secretary of State

Decision date: 13 April 2023

Appeal Ref: APP/J0350/Z/22/3307850

397 Bath Road, Slough SL1 5QA

- 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 Mr Ben Porte of Clear Channel UK against the decision of Slough Borough Council.
 - The application Ref P/01175/014, dated 9 June 2022, was refused by notice dated 3 August 2022.
 - The advertisement proposed is installation of two illuminated 48-sheet D-Poster (digital) displays. Illumination to comply with Institute of Lighting Professionals' PLG05; Frequency of images to be no greater than once every ten seconds; No moving images, video or flashing lights to be displayed.
-

Decision

1. The appeal is dismissed.

Main Issue

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

Reasons

3. The appeal site comprises a hand car wash establishment and a vehicle sales garage located along a busy road near the junction of Bath Road and Elmshott Lane. It is part of a mixed-use area which includes retail warehouse stores, car sales and repairs, a petrol filling station and parades of small shops and fast food takeaways mostly with fascia signage above the ground floor shop windows and with some residential use above.
4. Although there are larger scale commercial and industrial buildings to the east of the appeal site, the appeal proposal would introduce an internally illuminated free standing sign with a height that would exceed the eaves height of the nearest property to the west. Moreover, the advertisement would have a width of just over 6 metres and would sit forward of the properties in the neighbouring parade of shops. Consequently, the signage would be seen in the context of the low buildings and relatively open land of the appeal site and against the backdrop of the shops.
5. There is no in-principle disagreement about the illuminated form of display, however, an advertisement of the height and width proposed would be out of scale with the modest properties to the west of the appeal site. Consequently, the advertisement would appear particularly conspicuous and incongruous in its surroundings.

6. I acknowledge, in accordance with the PPG the need to assess local characteristics of neighbourhoods including commercial and industrial areas and main highways. The appeal site is on a main highway and there are larger commercial and industrial buildings together with totem signs and other high-level signage on nearby sites. However, these are to the east of the appeal site and, as I have set out, because of its size, and siting, the advertisement would not relate well to its immediate setting or to nearby buildings to the west.
7. The appellant highlights that the proposal would result in the removal of an existing board sign. However, I observed at the site visit that although there were some flag banners on poles advertising the garage and car wash, there did not appear to be any other major signage. In any event, the removal of existing signage would not justify a harmful advertisement on the appeal site. Further, although the appellant has suggested several conditions in the interests of amenity and public safety, these would not ameliorate the harm I have identified.
8. I therefore conclude that the proposed advertisement would have a harmful effect on the visual amenity of the area. I have taken into account Core Policy 8 of Slough Local Development Framework Core Strategy 2006-2026 adopted on 16 December 2008 which seeks to ensure proposed development respect its location and surroundings and so is material in this case. Given I have concluded that the proposal would have a harmful effect on the visual amenity of the area, the proposal conflicts with this policy. The proposal would also conflict with the National Planning Policy Framework which highlights that the quality and character of places can suffer when advertisements are poorly sited and designed.
9. The Council's decision notice refers to saved Policy EN11 of the Local Plan for Slough adopted on 22 March 2004. However, this relates to advertisements on commercial buildings and is not relevant in this case.

Conclusion

10. For the reasons given above, I conclude that the proposed advertisement would be detrimental to amenity. Therefore, the appeal is dismissed.

S Rawle

INSPECTOR