



Appeal Decision

Site visit made on 21 March 2023

by A Wright BSc (Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24 MAY 2023

Appeal Ref: APP/W5780/Z/22/3311210

Land lying to the Southwest of St Barnabas Road, Woodford Green and land lying to the North of Broadmead Road, Woodford Green IG8 7DX

- 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 Estates Limited against the decision of the Council of the London Borough of Redbridge.
 - The application Ref 2568/22, dated 25 July 2022, was refused by notice dated 28 September 2022.
 - The advertisement proposed is erection of new 2no. digital poster displays.
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Decision

1. The appeal is dismissed.

Main Issue

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

Reasons

3. The appeal site is in a residential area characterised by two storey dwellings. There are two rows of domestic garages adjoining it, accessed from Pintail Road. The site lies on the corner of the St Barnabas Road and Broadmead Road junction and it comprises an overgrown amenity area which is disused but not vacant. Broadmead Road is a busy dual carriageway which rises above the site towards the west, the alignment of which provides some existing screening of the appeal site when viewed from along that road.
4. The internally illuminated digital hoardings would be sited in a V-shape facing towards Broadmead Road. Due to their size and elevated position, the illuminated hoardings would be highly prominent in short and long views along Broadmead Road and from the junction with St Barnabas Road to the south. Whilst the hoardings would not face directly towards the windows of dwellings, the rear of the structure, being approximately 3m tall and mounted approximately 2.5m above ground level, would be prominent in views from Pintail Road and St Barnabas Road, and be clearly seen by occupants of dwellings on St Barnabas Road. There are no other large-scale advertisements within the vicinity. The installation of the large, freestanding, digital advertisement would be a dominant and incongruous commercial feature which would therefore have a negative impact on visual amenity and would not enhance the residential character of the area.

5. The proposal would use technology to achieve varying levels of illumination, including to mimic that of traditional paper advertisements. I acknowledge that the proposed illumination appears to be in line with guidelines set out in the Institute of Lighting Professionals Technical Note 5, including that it would respond to changes in daylight, have no moving content, and have a set frequency of image change. Despite these elements, and the fact that the appellant is willing to accept suitably worded conditions to further control the display, the size and position of the proposed hoardings would harm visual amenity.
6. I note that the proposal also includes the provision of four silver birch trees and a wildflower meadow. Whilst this would improve the appearance of the remainder of the site, due to the scale and location of the proposed hoardings it would not outweigh the harm I have found to the visual amenity of the area.
7. The appellant refers to other examples of similar proposals which were installed elsewhere, including one within the Council's area. I have little evidence on the circumstances which led to the approval of these, and they are located some distance from the appeal site. As such, they are not comparable to the location, siting and position of the proposed advertisements. In any event, I have dealt with the appeal on the basis of the evidence and site observations.
8. In accordance with the Regulations, I have taken account of the provisions of the development plan in so far as they are relevant. Policy D3 of the London Plan 2021 and Policies LP26 and LP28 of the Redbridge Local Plan 2018 are relevant. Together, they seek to respect the character and not harm the local amenity of the surrounding area. The Local Plan also requires large poster hoardings to screen a vacant site or unsightly building or feature and to have a scale, illumination and siting which is appropriate to their location.
9. Furthermore, the National Planning Policy Framework recognises that the quality and character of places can suffer when advertisements are poorly sited and designed. Given that I have concluded that the advertisement would harm visual amenity, the appeal proposal conflicts with these policies.

Other Matters

10. The Council has raised no concerns in relation to the appeal proposal's potential impact on public safety, and on the basis of the evidence before me, I have come to the same conclusion.
11. The appellant suggests environmental benefits such as the reduction in energy consumption, and reduced personnel visits. However, the Regulations state that advertisements should be subject to control only in the interests of amenity and public safety.

Conclusion

12. For the reasons given above, I conclude that the proposed advertisements would cause significant harm to amenity, and therefore the appeal is dismissed.

A Wright

INSPECTOR