
Appeal Decision

Site visit made on 30 November 2023

by Jonathan Price BA(Hons) DipTP MRTPI DMS

an Inspector appointed by the Secretary of State

Decision date: 11th December 2023

Appeal Ref: APP/X3540/Z/23/3328633

**Oulton Broad Service Station, Shell Garage, 199 Normanston Drive,
Lowestoft, Suffolk NR32 2PY**

- 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 Motor Fuel Group against the decision of East Suffolk Council.
 - The application Ref DC/23/1171/ADI, dated 20 March 2023, was refused by notice dated 2 August 2023.
 - The advertisement proposed is proposed totem sign: a) height: 4,949mm
b) depth: 700mm, c) width: 1,100mm - 1750mm, internal illumination: 300cd/m2.
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Decision

1. The appeal is allowed and express consent is granted for the display of the proposed totem sign: a) height: 4,949mm b) depth: 700mm, c) width: 1,100mm - 1750mm, internal illumination: 300cd/m2 as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations

Main Issue

2. The effects on amenity

Reasons

3. The proposal relates to an existing service station site on a busy road within an urban area. The site is being redeveloped under a previous approval for the demolition of the existing sales building and car wash and construction of a new single-storey sales building with new jet wash bays and plant room, installation of EV chargers and associated infrastructure works.
4. The Council's refusal is predicated on the proposed totem sign, specifically intended to direct customers to the proposed EV charging points, being located immediately adjacent to the taller, retained main filling station totem. However, I do not consider these two signs amount to a harmful proliferation. Nor do I agree there would be any serious adverse impacts to the amenity of the area when the signage is viewed in the context of the buildings, pumps, canopy and other paraphernalia entirely typical of a filling station.
5. Within the setting of a filling station, and set in an active, mixed use location, possessing no particular sensitivities in terms of its prevailing character, I find no basis for a finding of amenity harm. Therefore, I do not consider the proposed totem sign would give rise to any material degree of conflict with

Policy WLP 8.29 of the Waveney Local Plan¹, insofar as this seeks proposals demonstrate high quality design which reflects local distinctiveness.

6. The proposal would result in no material harm to the character and appearance of the area and is not considered to have any adverse impacts upon the amenity of neighbouring residents or public safety. I find no grounds for express consent to be withheld.

Conclusion

7. That the appeal be allowed.

Jonathan Price

INSPECTOR

¹ East Suffolk Council – Waveney Local Plan covering the former Waveney Local Planning Authority area. Adopted 20 March 2019.