



Appeal Decision

Site visit made on 10th April 2024

by Megan Thomas K.C. Barrister-at-Law

an Inspector appointed by the Secretary of State

Decision date: 07 May 2024

Appeal Ref: APP/Q5300/Z/23/3334202

Land adjacent to 67 Bowes Road, Palmers Green, London N13 4RU

- 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 Adnet Marketing Ltd against the decision of the Council of the London Borough of Enfield.
 - The application Ref: 23/03164/ADV, dated 21 September 2023, was refused by notice dated 22 November 2023.
 - The advertisement sought is a freestanding timber billboard measuring 6 x 3 metres (standard 48 sheet size).
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The advertisement hoarding is already in place. This has not affected my determination of the appeal on its own individual merits.

Main Issue

3. The main issue in the appeal is the effect of the advertisement hoarding on amenity.

Reasons

4. The 2007 Regulations require that decisions be made only in the interests of amenity and, where applicable, public safety. The development plan policies referred to by the Council are not determinative, but I have taken these into account as a material consideration.
5. The appeal site is located on the south side of Bowes Road which forms part of the North Circular ring road at Palmers Green. It is a busy location lined with a variety of different residential and commercial uses. The site is close to a pedestrian crossing point with a central traffic island.
6. The advertisement hoarding is non-illuminated measuring about 6m wide. It is a standard 48 sheet size. It is orientated to face traffic heading eastwards. To the east on the same side of the road, there are other large advertisement billboards. These other billboards are separated from dwellings by vegetation and do not heavily influence the character of the immediate area around the appeal site.

7. Whilst the location is close to a busy road, it is also directly adjacent to a row of five modestly-sized two storey terraced dwellings which face the road. There are further residential pockets adjacent to the road but these are less visible. The hoarding is very approximately 1.5m from the corner of the dwelling at no.67 Bowes Road. The properties have front doors facing the road. The billboard is highly visible and would be glimpsed each time the occupants entered or exited their property via the front door. The advertisement hoarding appears entirely at odds with the domestic dwellings and its size draws the eye detracting from an appreciation of their residential character. It also partially blocks the view of vegetation behind it. It is a discordant feature in this part of the streetscene.
8. I have taken into account consent ref.18/03622/ADV and the fact that billboard advertisements play a part in the delivery of community messaging and support for culture and local businesses. Nevertheless, the harm in this case outweighs those other considerations.
9. Consequently, I conclude that the advertisement would harm the visual amenity of the area.

Conclusion

10. Having taken into account all representations made, for the reasons given above, I dismiss the appeal.

Megan Thomas K.C.

INSPECTOR