

Appeal Decision

Site visit made on 16 January 2025

by Matthew Jones BA(Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 17th January 2025

Appeal Ref: APP/D1265/Z/24/3345908

Lidl Foodstore, Hamm Beach Road, Portland DT5 1SA

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Shannon Barriball of Lidl Great Britain Ltd against the decision of Dorset Council.
 - The application Ref P/ADV/2024/01345 was refused by notice dated 16 April 2024.
 - The advertisement proposed is 1 x Free-Standing Billboard Sign.
-

Decision

1. The appeal is allowed and express consent is granted for 1 x free-standing billboard sign 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 and the following non-standard conditions:
 - 1) Any lighting and/or floodlighting must be located and screened in such a manner that no illumination is directed towards the adjoining highway.
 - 2) The permitted advertisement must be static, have no moving parts, no flashing lights, no animation, no reflective material and no images that could lead it to be confused with a formal road sign.

Procedural Matter

2. The advertisement is already in situ, and I assessed the appeal on that basis.

Main Issue

3. The main issue is the effect of the advertisement on amenity, with reference to the setting of the Dorset and East Devon Coast World Heritage Site.

Reasons

4. The appeal relates to a billboard that has been erected adjacent to a roundabout within the grounds of the Lidl Store on Hamm Beach Road, at the entrance to the Isle of Portland. The surrounding area is characterised by an attractive and sensitive low coastal landscape intersected by Chesil Beach and the causeway to Portland, against the dramatic backdrop of Portland itself.
5. That said, the immediate environs are commercial in character. On approach to Portland the billboard is viewed against the backdrop of Lidl. In the other direction it is read together with a totem sign at the adjacent Starbucks. From Hamm Beach Road the existing freestanding Lidl store sign is more prominent. Within the vicinity of the roundabout the billboard is adequately contextualised by a plethora of signs including road signage. This context also serves to

prevent the billboard from harming the significance that the nearby Dorset and East Devon Coast World Heritage Site derives from its coastal setting. Given such, despite its scale and width, the billboard has a neutral effect on amenity.

6. In accordance with the Regulations, I have taken into account the development plan so far as it is material. The proposal would comply with the heritage and design aims of Policies ENV1, ENV14 and ENV16 of the West Dorset, Weymouth and Portland Local Plan (adopted 2015), and Policies Port/EN7 and Port/EN9 of the Portland Neighbourhood Plan 2017 to 2031 (made 2021). I have also found no conflict with Paragraph 141 of the National Planning Policy Framework.

Other Matters

7. The billboard is set back from the highway to the extent that, with conditions in place regarding illumination and animation, it will not impair public safety.

Conclusion

8. For these reasons I conclude that the appeal should be allowed.

Matthew Jones

INSPECTOR