



Appeal Decision

Site visit made on 24 February 2025

by Ian McHugh DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19 March 2025

Appeal Ref: APP/B1930/Z/24/3357124
2 Beech Road, St Albans, AL3 5AS

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Ltd against the decision of St Albans City Council.
 - The application Ref is 5/24/1482.
 - The advertisement proposed is the display of one internally illuminated double sided freestanding sign.
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Decision

1. The appeal is allowed and express consent is granted for the display of one internally illuminated double sided freestanding sign at 2 Beech Road, St Albans, AL3 5AS in accordance with the terms of the application Ref 5/24/1482, dated 22 August 2024. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional condition: -
 1. Prior to the first use of the development hereby permitted the intensity of illumination shall be provided at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated advertisements' and 'Guidance Note for the Reduction of Obtrusive Light GN01:20'.

Main Issue

2. The main issue is the effect of the proposal on the amenity of the streetscene.

Reasons

3. The proposed advertisement display is proposed on the forecourt of a petrol filling station (pfs), which is situated on a busy commercial frontage fronting Beech Road. Residential properties and a public house (King William IV) are opposite. The proposed display would be an internally illuminated double-sided freestanding structure that would be 2.45m tall and 1.23m wide.
4. The Council considers that the proposed display would have an adverse impact on the streetscene, because of its illumination, siting, and height. It refers to a conflict with Policy 78 of the St Albans District Local Plan Review 1994 (LPR), the Control of Advertisement Regulations 2007, and the National Planning Policy Framework (The Framework). Policy 78 of the LPR states (amongst other things) that applications for advertisement consent shall be determined with regard to the effect on amenity and public safety. This accords with The Regulations. I have also

considered paragraph 141 of The Framework, which states that the quality and character of places can suffer when advertisements are poorly sited and designed.

5. Although the proposed display would be sited in a prominent position on one of the front corners of the forecourt, it would be viewed in the context of a busy and street lit main road, the adjoining commercial frontage and against the existing signage and paraphernalia associated with the pubs. In my opinion, it is the type of location where advertising would be expected, and I am not persuaded that the proposal would be harmful to the appearance of the streetscene or the amenity of the area.

Other Matter

6. I note that the Council has no objection to the proposal on grounds of public safety. I have no reason to disagree with that conclusion.

Conditions

7. The consent is subject to the five standard conditions set out in the Control of Advertisement Regulations 2007. In addition, I have imposed a condition suggested by the Council that controls the intensity of the illuminated display. The Council considers this to be necessary in the interests of highway safety. Given the proximity of the sign to Beech Road, I find this to be reasonable and necessary.

Conclusion

8. For the reasons given above, it is concluded that the appeal be allowed.

Ian McHugh

INSPECTOR