
Appeal Decision

Site visit made on 30 April 2025

by **C Butcher BSc MA MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 02 June 2025

Appeal Ref: APP/Y1110/Z/25/3362313

Land adj. Units 6-9 Alphinbrook Road, Marsh Barton Trading Estate, Exeter EX2 8RG

- 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 Town & Country Advertising Limited against the decision of Exeter City Council.
 - The application Ref is 24/1381/ADV.
 - The advertisement proposed is Display of 1 no LED signboard (displaying static images).
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. I have used the address as provided on the Council's decision notice and the appellant's appeal form as it more accurately describes the location of the site.

Main Issue

3. The main issue is the effect of the proposed advertisements on the visual amenity of the area.

Reasons

4. The appeal site is located within a triangular shaped grassed area on Alphinbrook Road which forms part of a large trading estate. The character of the immediate surroundings is reflective of the fact that the site is close to the edge of the estate, with low key and relatively unobtrusive advertising.
5. In contrast, the proposed advertisement would be a digital screen of significant size which would undoubtedly appear as being unusually dominant and obtrusive in the street scene. Indeed, the lack of any comparable advertisements nearby would mean that the screen would seem highly incongruous and out of place.
6. Furthermore, there is a strong visual connection between the triangular area of land and the Alphinbrook open space which is located immediately adjacent to it. Together, they soften the appearance of the otherwise industrial character of the surroundings. The siting of a large advertisement screen on the appeal site would erode its verdant nature and would visually separate it from the open space behind, thereby resulting in harm.

7. The appellant has drawn my attention to two appeal decisions where similar advertising screens were permitted in the wider area. However, I observed on my site visit that these areas are quite different from the appeal site, most notably because there are several examples of large advertisements nearby, including fairly tall totems. The fact that the appeal site and immediate surroundings are largely free from large freestanding advertisements such as these means that there is no direct comparison, and therefore, the two appeal decisions do not lead me to alter my conclusions in this case.
8. As a result, I conclude that the proposed development would result in harm to the visual amenity of the area. It would therefore conflict with Policies DG1(h) and DG8 of the Exeter Local Plan First Review 1995 - 2011, as well as Policy CP17 and Objective 9 of the Exeter Local Development Framework Core Strategy 2012. Taken together, the relevant aspects of these policies seek to ensure that new developments, including advertisements, are well designed and that they preserve character and appearance.

Conclusion

9. The proposed development conflicts with the development plan when considered as a whole. There are no material considerations, either individually or in combination, that outweigh the identified harm and associated development plan conflict. The appeal is therefore dismissed.

C Butcher

INSPECTOR