



Appeal Decision

Site visit made on 28 May 2025

by John D Allan BA(Hons) BTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11 June 2025

Appeal Ref: APP/N5090/Z/25/3361384

249 Deansbrook Road, Edgware, HA8 9BX

- 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 Limited against the decision of the Council of the London Borough of Barnet.
 - The application Ref is 24/5497/ADV.
 - The advertisement proposed is a new digital poster display.
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Decision

1. The appeal is dismissed.

Main Issue

2. The Council has raised no concern regarding the effect of the proposed advertisement on public safety. I have no reason to disagree. The main issue therefore is the effect of the proposed advertisement on the visual amenity of the area.

Reasons

3. The appeal relates to the flank wall of a two-storey property at one end of a shopping parade within the Deansbrook Road secondary local centre and the wider Watling Estate Conservation Area (CA). The Council's *CA Character Appraisal Statement*, adopted in July 2007, assists in setting out the significance of the CA as principally a residential suburb that is typical of Garden City planning and with a distinctive character in terms of layout, form, scale, and buildings. The gentle curvature of the parade combined with its Arts and Craft style and detailing along with its function as a local centre within the wider estate, are attributes that I consider positively contribute to the wider historical character and appearance of the CA.
4. The proposal is for the installation of a 6m wide by 3m high digital LED display at first-floor level on the return flank of No 249 facing Gold Hill, a residential street, and set immediately on the corner at its junction with Deansbrook Road. The wall mounted board would be illuminated with static images that would change every 10 seconds and operate within the guidelines set by the *Institution of Lighting Professionals Lighting Guide 05 – Brightness of Illuminated Adverts*.
5. The proposal would replace an existing paper-and-paste advertisement hoarding of the same size and position which I am told has been in situ for more than a decade.

The appellants have argued that the existing sign was originally externally illuminated via a lighting bar. There is no planning history or other evidence to support this. At the time of my visit the sign, which according to the appellants benefits from deemed consent under the Regulations, was non-illuminated with no visible means to support any external lighting.

6. The controls that would regulate the function of the advertisement would make it appear as a traditional paper-and-paste hoarding during daylight hours. There would be little, if any, discernible difference between the existing and the proposed. However, during hours of darkness, the proposal would result in the introduction of an illuminated advertisement to the area. Given the nature of the existing hoarding, this would be a significant change that would offer no visual improvement. On the contrary, during these hours the contrast between the illuminated hoarding and the darker surroundings would appear uncharacteristically bright and stark in an elevated position and above the height of any existing shop's fascia along the parade. Its illuminated form after sunset with changing images would draw the eye to an installation that in my assessment would have a conspicuous and dominant presence and which would fail to harmonise with the distinctive form and architectural composition of the parade. This would have a negative impact that would fail to preserve the character or appearance of the CA. Its location on the fringe edge of the shopping parade and its immediate proximity to residential properties in Gold Hill and those extending east along Deansbrook Road, would further detract from the amenity of the area.
7. I have taken into account Policy CS5 of Barnet's Local Plan Core Strategy September 2012 and Policies DM01 and DM06 of the Council's Local Plan Development Management Policies September 2012. Between them they either seek to protect amenity or ensure that the character and appearance of a conservation area is preserved or enhanced, and so they are material in this case. Given I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.
8. Paragraph 141 of the National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. It also states that the quality and character of places can suffer when advertisements are poorly sited and designed. Having viewed the site from various aspects along Deansbrook Road and Gold Hill, for the reasons given I find that the proposed advertisement would appear poorly sited and poorly designed within the street scene. This would be to the detriment of amenity. Other factors put to me by the appellants are not relevant to my assessment. Consequently, based upon the harm that I have identified, the appeal is dismissed.

John D Allan

INSPECTOR