



Appeal Decision

by Mr Cullum Parker BA(Hons) PGCert MA FRGS MRTPI IHBC

an Inspector appointed by the Secretary of State

Decision date: 22 July 2025

Appeal Ref: APP/P0119/H/25/3362970

Land at Highwood Road Facing Cribbs Causeway, Bristol, BS34 5DJ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against conditions imposed when granting express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of South Gloucestershire Council.
 - The application Ref P24/02714/ADV was approved on 6 February 2025 and express consent was granted for the display of an advertisement subject to conditions.
 - The advertisement permitted is stated on the Decision Notice as '*Display of 1no. internally illuminated Digital display screen sign.*'
 - On the appeal form it is stated as '*Conversion of poster advertisement display to D-Poster. Please see enclosed documents for further details.*'
 - The conditions in dispute are No 5 which state that: *The minimum display time for each advertisement of the display screen hereby approved shall be no less than 30 seconds.*
 - The reasons given for the conditions are: '*In the interests of highway safety and amenity, and to accord with Policy CS1 of the South Gloucestershire Local Plan Core Strategy Adopted December 2013, and Policy PSP11 of the adopted South Gloucestershire Policies Sites and Places Plan, and the NPPF.*'
-

Decision

1. The appeal is allowed and the express consent Ref P24/02714/ADV for the display of 1no. internally illuminated Digital display screen sign at Land at Highwood Road Facing Cribbs Causeway, Bristol, BS34 5DJ granted on 6 February 2025 by South Gloucestershire Council is varied by deleting condition 5 and substituting for them the following condition:

Condition 5a

The minimum display time for each advertisement of the display screen hereby approved shall be no less than 10 seconds.

Preliminary Matters

2. An advertisement consent for the Display of 1no. internally illuminated Digital display screen sign was granted by the Council on 6 February 2025. An appeal was submitted on 24 March 2025. This appeal is against the imposition of condition 5 of the consent, which sought to control the display screen by requiring the display time for each advert to be no less than 30 seconds. Put simply, the Appellant wishes to alter this condition so that the minimum time display for each advert being no less than 10 seconds. I have proceeded on this basis.
3. Although slightly different phrasing was used on the appeal form to describe the consent sought (as noted in the above header), for accuracy and

consistency, I have used the description of the advertisement consent approved by the Council as the Local Planning Authority.

4. To minimise confusion and provide clarity, I have removed Condition 5 from the original consent and imposed a condition numbered 5a to replace it. All other conditions imposed at the Decision Notice stage remain extant.

Main Issue

5. The main issue is whether or not condition number 5 imposed on advertisement consent Ref P24/02714/ADV is reasonable.

Reasons

6. In the Officer's Report considering the application, it notes that consent is sought to display '*6 advertising campaigns at a time, sequencing every ten seconds.*' The same part of the report goes on to indicate, after taking into account the comments of the Council's Transport Officer, that '*subject to conditions, no public safety concerns are raised.*'
7. The reason for a 30 second sequencing is provided under the imposed condition and indicates that, ostensibly, this is in the interests of highway safety and amenity. There is little elsewhere within the report or evidence before me which indicates that any other reason or reasoning was considered when condition 5 was imposed. Indeed, the officer reasoning part of the Report indicates that they considered the 10-second sequencing as sought by the Appellant at the application stage. I see no reason to disagree with the assessment undertaken by the Local Planning Authority at that stage.
8. In the absence of any other reasoning or demonstration that the 10-second sequencing would be detrimental to highway safety or public amenity, the logical, and therefore in this case the reasonable, conclusion is that the appeal should be allowed. This means that condition 5 originally imposed should be removed, and replaced with a new condition numbered 5a.

Conclusion

9. For the reasons given above the appeal should be allowed. The original decision notice is amended by removing condition 5, and replacing it with condition 5a as set out in the decision part of this decision letter. All other conditions imposed remain unchanged and extant insofar as they remain applicable.

C Parker

INSPECTOR