



Appeal Decision

Site visit made on 16 July 2025

by Martin Andrews MA(Planning) BSc(Econ) DipTP & DipTP(Dist) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 25 July 2025

Appeal Ref: APP/D0121/Z/25/3366610

154 Old Church Road, Clevedon BS21 7TU

- 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 North Somerset Council.
 - The application Ref. is 25/P/0203/ADV.
 - The advertisement proposed is the erection of a freestanding internally illuminated small format advertising display.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertising display on public safety, and particularly highway and pedestrian safety.

Reasons

3. The appeal site is a petrol filling station and retail unit at the junction of Old Church Road with Pizey Avenue and Elton Road. The freestanding internally illuminated advertising display would be positioned at the exit from the premises to these roads and would replace an existing sign.
4. For the appellant it is argued that with several advertising controls to ensure that the screen operates in a safe manner, the proposed display would not have an unacceptable effect on highway safety at this location. I have duly considered the contents of the Highway Safety Report ('the HSR') submitted with the application that is the basis of this assessment.
5. However, the substantial width and open aspect of the egress is an important consideration in this case. The exit is at some distance from the petrol pumps and shop and drivers will already have picked up some speed within the site, albeit at a low level. Taking this width, openness of aspect and existing movements into account, on approaching the exit and entering the highway drivers have options of not stopping at all; stopping whilst still on the site at the back of the pavement or stopping off-site at the kerbside.
6. The choice of option will depend on a combination of the individual driver's inherent sense of caution and the observed presence (or absence) of pedestrians on the pavement and / or vehicles on the north, east, south, and southwest stretches of roads at the junction. And contrary to the thrust of argument in the grounds of

appeal and notwithstanding the low accident record I consider that with its four arms of two-way traffic and proximity to an almost 90-degree bend on the busiest road it is not a junction that is without potential hazards. In this regard I note that in addition to the objection of the Local Highway Authority, local residents as represented by the Clevedon Town Council, consider that the display would be ‘a *needless distraction to motorists on one of the busiest roads in Clevedon*’.

7. The presence of digital equipment of the proposed substantial size and which has its entire purpose to draw attention and register in the memory of the anyone who sees it would inevitably be a distraction to motorists and materially more so than the existing advertisement. Moreover, it would increase the extent of obstruction to the sightline to the east along Old Church Road.
8. I have had regard to the submissions in favour of the scheme in the grounds of appeal, in particular those in the HSR. However, on balance I find that the advertising display would be likely to contribute to the risk of accidents at the exit from the petrol filling station and retail unit onto the highway.
9. Accordingly, the proposal would be contrary to the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended); Policies CS10 & CS12 of the North Somerset Core Strategy 2017 and Policies DM32 & DM24 of the Council’s Development Management Policies: Sites and Policies Plan Part 1 2016.
10. The appeal therefore fails.

Martin Andrews

INSPECTOR