



Appeal Decision

Site visit made on 26 November 2025

by K Jones BA (Hons) DipLA CMLI

an Inspector appointed by the Secretary of State

Decision date: 10 December 2025

Appeal Ref: APP/V1260/Z/25/3373867

465 Poole Road, Poole BH12 1DH

- 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 Complete Roofing Solutions (Dorset) Ltd. against the decision of Bournemouth Christchurch and Poole Council.
 - The application Ref is P/25/02547/ADV.
 - The advertisement proposed is Roofing Advertisement & Bed Shop Advertisement.
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Decision

1. The appeal is allowed and express consent is granted for the display of the Roofing Advertisement & Bed Shop Advertisement at 465 Poole Road, Poole BH12 1DH in accordance with the terms of the application, Ref P/25/02547/ADV, dated 15 July 2025. The consent is for three years from the date of the application to 15 July 2028, and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

Preliminary Matters

2. The appeal form was submitted by a Mr Eray Ince of Simply Bed Shop. This does not match the name on the original application form, which was Mr Michael Old of Complete Roofing Solutions (Dorset) Ltd. The original applicant has confirmed that the appeal should proceed in the original company name, and I have used those details in the heading above.
3. The application sought consent from 15 July 2025 to 15 July 2028. In allowing the appeal, I have granted express consent for the period applied for. The appeal form confirms that the signage is already in place and I was able to see that on my site visit. Accordingly, I have determined the appeal on a retrospective basis.

Main Issue

4. The Council's reason for refusal relates specifically to matters of amenity. There was no objection raised on the grounds of public safety and I find no reason to take a different view on that matter. The main issue is therefore the effect of the advertisement on the amenity of the area.

Reasons

5. The appeal site occupies the side elevation of a terrace of two-and-a-half storey buildings dating from the late-Victorian into the Edwardian Era. It is part of an active commercial frontage in an area of some significant commercial and industrial activity including three-storey offices adjacent to the appeal building. Despite the

many contemporary commercial uses, the terrace retains some historical character with architectural features such as bay and dormer windows, shared chimneys, and brick detailing adding interest and variety to the street scene. The side elevation of the appeal building makes a modest contribution to this character, with a relatively plain brickwork and render wall forming part of the overall composition of the terrace.

6. The signage as installed covers a significant proportion of the side elevation, obscuring most of the brickwork apart from the upper extent of the gable wall. Approximately half of the lower rendered elevation is also covered. While this makes the signage a dominant feature of the building, the original brick and render wall surrounding the signage is still evident. Moreover, the architectural interest of the terrace which stems principally from the frontage and roofs of the appeal building and the adjoining terrace is unaffected.
7. While the scale and positioning of the signage makes it a prominent feature, the commercial uses on Poole Road extend beyond the terrace, with contemporary industrial uses with associated large-scale signage in the immediate local area. The adjacent office block also contains some high-level and visually prominent signage. Within the terrace itself and on nearby terracing, advertising signage between and above the first-floor windows adds to the busy commercial appearance of the street scene. Within this context, the appeal signage does not detract from the overall appearance of the appeal building, or the adjacent terrace. Neither does its presence appear at odds with the varied and numerous signs in the local area, or harmfully add to visual clutter within a busy commercial context.
8. While an application for a 6m x 3m poster panel at the site was dismissed at appeal¹, I do not have details of this proposal and note that the description included the right-hand side of the signage extending well beyond the extent of the brickwork of the gable. That is not the case with this scheme. Moreover, that decision dates from 1993 where the context of commercial activity and advertising is likely to be significantly different to today. Accordingly, that decision does not alter my findings in relation to this appeal.
9. I therefore conclude that the advertisement does not have a harmful effect on the amenity of the area. I have taken into account paragraph 141 of the National Planning Policy Framework (the Framework) and Policy PP27 of the Poole Local Plan (2018) which seeks a good standard of design and so is material in this case. Given I have concluded that the advertisement does not harm amenity, it therefore does not conflict with the Framework or the Local Plan.

Conclusion

10. For the reasons given above, I conclude that the display of the advertisement is not detrimental to the interests of amenity or public safety. The appeal should, therefore, be allowed and express consent granted, subject to the five standard conditions set out in the Regulations.

K Jones

INSPECTOR

¹ Application reference 4300/5