
Appeal Decision

Site visit made on 3 September 2025 by E Clifford BA (Hons) MA

Decision by A Walker MPlan MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 March 2026

Appeal Ref: APP/Z0116/Z/25/3370613

Purdown Filling Station, Park Road, Stapleton, Bristol BS16 1DT

- 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 Bristol City Council.
 - The application Ref is 25/12359/A.
 - The advertisement proposed is an internally illuminated gable end D6 advertisement display.
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Decision

1. The appeal is allowed, and express consent is granted for the display of an internally illuminated gable end D6 advertisement display at Purdown Filling Station, Park Road, Stapleton, Bristol BS16 1DT in accordance with the terms of the application, ref 25/12359/A, dated 20/05/2025. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters

3. I have used the address given on the appeal form rather than the application form as this gives greater clarity on the location of the appeal site.

Main Issue

4. The main issue is the effect of the proposed advertisement on the visual amenity of the area, including whether it preserves or enhances the character or appearance of the Stapleton and Frome Valley Conservation Area.

Reasons for the Recommendation

5. The appeal site is a petrol station located on the side of Park Road. It currently consists of a shop set back beyond filling pumps, electric vehicle charging facilities, and car washing facilities. Associated with these various uses is a significant level of existing signage, giving the immediate vicinity of the appeal site an increased commercial character.

6. The wider setting of the appeal site is more traditional in appearance, and principally residential in nature. To the rear of the appeal site is a collection of mid-

century residential dwellings; to its front there is a row of facing traditional properties which are mostly residential with a public house sited opposite. The appeal site also faces Stoke Cliffe, a Grade II listed building, and its associated screen walls, which are listed in their own right. The Council have confirmed that they do not consider the proposed advertisement to have an effect on the listed buildings, and as there is no reason to disagree with this assessment, they will not be further considered in my assessment of this appeal.

7. The appeal site is located within the Stapleton and Frome Valley Conservation Area (SFVCA). Thus, when considering this appeal, I am required by Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.

8. The proposed advertisement would be affixed to the existing shop on the appeal site. Whilst there would be some intervisibility from Park Road, this location choice means that views of the proposed advertisement would be diffused by the existing layout of the filling station and set back nature of the existing building. Combined with the proposed modest scale, it would thus not appear to be unduly prominent within the street scene. It would assimilate with the commercial character of the filling station and would not result in any increase in harm to the character and appearance of the area.

9. The narrow and winding nature of Park Road means that views of the filling station from other parts of the SFVCA are already limited and restricted to its immediate vicinity. Notwithstanding the existing level of signage on the appeal site, the addition of this modest proposed advertisement would be subservient to the existing development and would not unduly draw the eye from views of the SFVCA. As above, it would be read in the context of the commercial nature of the appeal site. The introduction of the rotating images to the site would result in a change to the appearance of the SFVCA, however this change does not necessarily equate to harm and due to the modest scale and considered siting, I conclude that there would not be a harmful effect on the conservation area.

10. Consequently, taking the above into consideration, the proposed advertisement would not harm the visual amenity of the area. In addition, it would not harm, and would therefore preserve, the character and appearance of the Stapleton and Frome Valley Conservation Area. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed. Insofar as they are material, the proposed advertisement therefore complies with Policies BCS21 and BCS22 of the Bristol Development Framework Core Strategy (2011) and Policies DM29, DM30 and DM31 of the Bristol Local Plan- Site Allocations and Development Management Policies (2014) which seek to ensure that proposals safeguard the character and appearance of their surroundings.

Conclusion and Recommendation

11. For the reasons given above the appeal should be allowed.

E Clifford

APPEAL PLANNING OFFICER

Inspector's Decision

12. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed.

A Walker

INSPECTOR