

Appeal made against the refusal of planning permission

Appeal reference	APP/P1805/H/11/2146763
Planning Application	10/0984-TC
Proposal	One internally illuminated free standing single sided display unit.
Location	Wythall Service Station, Alcester Road, Wythall, B47 6AP
Ward	Wythall South
Decision	Refused; 13th December 2010

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Discussion

The proposal was to erect one internally illuminated free standing single sided display unit adjacent to the Alcester Road.

The Inspector considered that the main issue was the effect of the proposed display of the advertisement on the character and appearance of the surrounding area.

It was noted that the site includes a petrol filling station with a shop located on the east side of the A435 Alcester Road dual carriageway and is within the designated Green Belt. Although it is adjacent to a row of houses and opposite a hotel, the surrounding area has a rural character and appearance, due to the nearby fields and the substantial trees and hedgerows that line the road.

The Inspector noted that the proposed display would be sited adjacent to an existing totem sign which has advertisements on it that are in connection with the petrol filling station and the shop. Although it would be mounted at a lower height than the existing sign, it would be illuminated and would be sited closer to the road. It would be large enough to stand out against the backdrop of vegetation and would be too distant from the structures and forecourt to be viewed within the commercial context of the site. As such, it would appear as an incongruous feature amongst the generally rural setting and would add to the level of clutter in the locality, which includes other signs and poles. Therefore, the proposal would harm the visual amenity of the generally rural area.

It was noted as the proposed advertisement would effectively be within the open countryside, it would fail to accord with Appendix E to the Annex to

Circular 03/2007, which indicates in paragraph 5 that poster advertising is out of place in such an area. Also, it would not be one of the exceptions to the presumption established by Bromsgrove District Local Plan policy S47 against advertising on sites fronting onto or dominating views from main roads.

For the reasons given above, the inspector concluded that the display of the advertisement would have an adverse effect on the character and appearance of the surrounding area. Therefore, having regard to all matters raised, the inspector concluded that the appeal should fail.

Costs application

No application for costs was made.

Appeal outcome

The appeal was **DISMISSED**

Recommendation

The Committee is asked to RESOLVE that the item of information be noted.