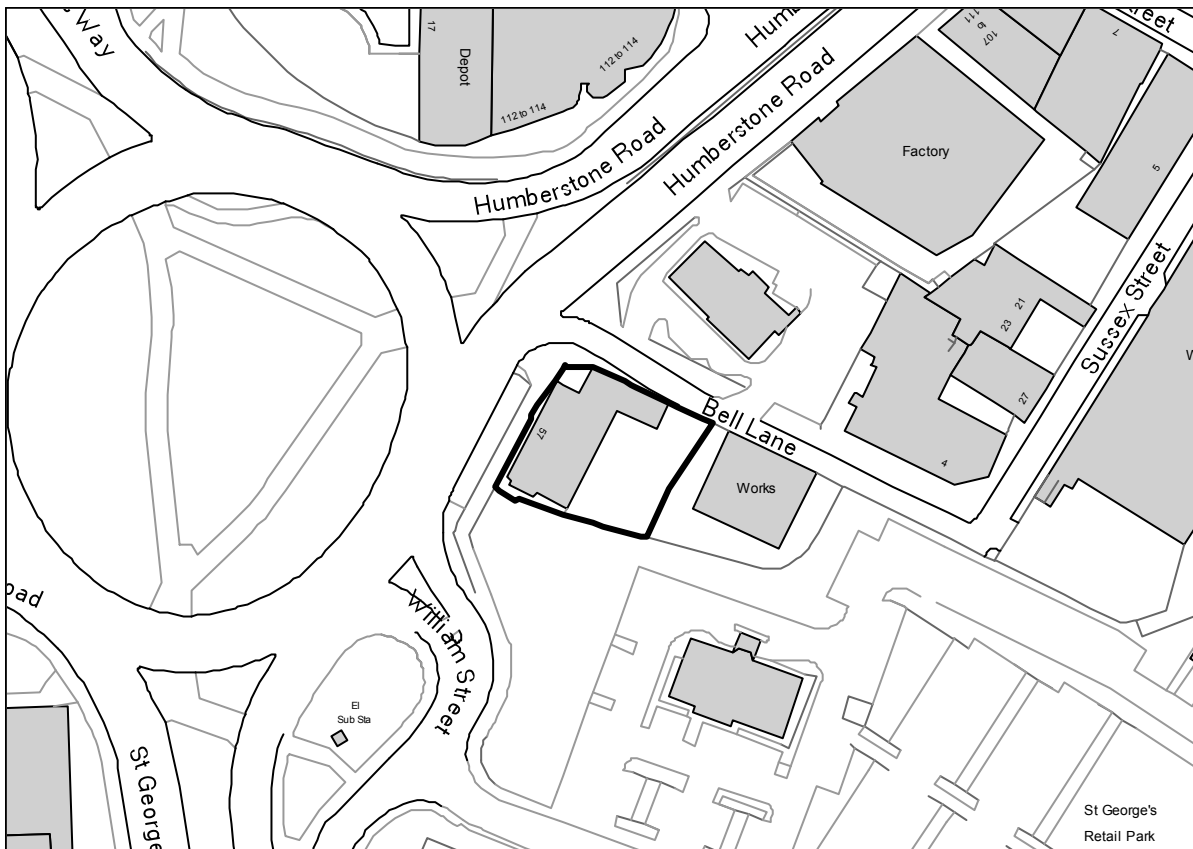


PLANNING INSPECTORATE APPEAL DECISIONS		
20188037A	57 HUMBERSTONE ROAD, TOYNBEE MOTORS	
Proposal:	INSTALLATION OF ONE INTERNALLY ILLUMINATED 48 SHEET ADVERTISEMENT DISPLAY HOARDING	
Appellant:	SPACE OUTDOOR LTD	
Appeal type:	Advertisement Appeal	
Appeal received:	5 June 2018	
Appeal decision:	Allowed for Limited Period	
Appeal dec date:	29 March 2019	
TB	AREA: E	WARD: Wycliffe



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Summary

- The appeal related to a garage workshop located adjacent to the Humberstone Road (A47) roundabout, a major arterial route to and from the City Centre.
- The application was refused under delegated powers in May 2018 by reason of detriment to the visual amenity of the prominent site and detriment to highway safety.

- The appeal was allowed.

Location and Site Description

The application relates to a large grey metal clad building, which is adjacent to a very busy roundabout junction between the A47 and the A594. The site is located within the Central Commercial Zone and is also designated for 'other retail'.

The Proposal and Decision

The proposal was for a freestanding 48 sheet advertisement hoarding. The hoarding will be 2.4 metres from ground to base with a height of 3.55 metres, a width of 6.6 metres and a depth of 0.6 metres. The sign will be located on a thin strip of land to the front of the host building. The metal framed sign will consist of strip lighting and vinyl images. The maximum height of the static letters and symbols will be 0.3m. The sign will be internally illuminated to an illuminance level of 300 candelas per square metre.

The application was refused for the following reasons:

- The proposed hoarding by reason of its size, illumination and siting alongside existing signs and alongside a major arterial route to and from the City Centre would be visually cluttered and intrusive on the garage workshop and street scene and so would have a significant detrimental impact on the visual amenity of this prominent site in conflict with Core Strategy policy CS03.
- The proposal by reason of its size, illumination and siting particularly close to the very busy roundabout between the A47 Humberstone Road and A594 St Georges Way/St Matthews Way would cause a significant distraction to road users to the detriment of highway safety contrary to the aims of National Planning Policy Framework paragraph 67.

The Appeal Decision

The appeal was allowed subject to a condition that "*The light intensity of the advertisement shall not exceed 300 candelas per square metre*".

Commentary

The inspector stated that whilst the proposed hoarding would be large in scale, it would be viewed against the backdrop of the existing commercial building which is significantly larger in scale than the proposal. Whilst the proposed sign would add to the number of existing signs on the host building, having regard to the size and location of the proposal and the existing signs, only two of which are on the side gable, the Inspector did not consider that it would result in visual clutter or dominate the facade. The Inspector noted that the surrounding area is commercial in nature, stating that the proposed advertisement would not be visually intrusive, overbearing or out of character. The Inspector therefore concluded that the sign would not harm character and appearance of the host building or the surrounding area.

Whilst the Inspector noted concerns raised by the Highways Authority, they considered that advertisements such as the one proposed are commonplace on arterial routes in urban locations and are therefore features regularly encountered by drivers in such locations. Though the sign will be illuminated, the Inspector noted that the illumination will be static and there are other illuminated signs and sources of illumination in the

vicinity of the site. The appellant was willing to accept a condition restricting the level of illumination, as has been conditioned by the Inspector. Although the inspector acknowledged that by their very nature advertisements are designed to be seen, they considered that there was no substantive evidence to suggest that the proposed advertisement would be any more distracting to drivers than the existing signage on the side gable of the host building or that any additional distraction would be likely to lead to an increase in accidents at the roundabout. The inspector therefore concluded that the proposal would not harm highway safety.