



# Appeal Decision

Site visit made on 19 January 2009

by **Colin Tyrrell MA(Oxon) CEng MICE FIHT**

an Inspector appointed by the Secretary of State  
for Communities and Local Government

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**Decision date:**  
**2 February 2009**

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## Appeal Ref: APP/Q1445/H/08/2087696

### 27-53 Old Shoreham Road, Portslade, Brighton BN41 1SP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Primesight Ltd against the decision of Brighton & Hove City Council.
- The application Ref BH2008/01895, dated 28 May 2008, was refused by notice dated 20 August 2008.
- The advertisement proposed is an internally-illuminated pole-mounted double-sided display unit.

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## Decision

1. I allow the appeal, and grant express consent for the internally-illuminated pole-mounted double-sided display unit as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

## Main Issue

2. In my opinion the main issue is the effect of the display unit, which is already in position, on the visual amenity of the area.

## Reasons

3. Although there are some houses to the rear of the appeal site, the south side of this section of Old Shoreham Road is characterised by commercial premises. The display unit which is the subject of the appeal is set along the eastern edge of the forecourt of the Texaco filling station beside the busy A270. It is located between the Texaco totem sign and the bank of fuel-tank vent-pipes, which are all about the same height as the display unit. There is a pole-mounted floodlight for the forecourt which is also about the same height as the display unit. None of these items is taller than the adjacent canopy above the fuel pumps.
4. When seen from the west, the display unit forms a small element in the view glimpsed from below the canopy. From the east, the display unit is substantially screened by the mature trees on the wide grass verge at the junction with Wolseley Road. Its visual impact alongside the totem sign and other items within the forecourt, all of which is illuminated, is in my opinion small.

5. I conclude that the display unit is not materially detrimental to the visual amenity of the area and that I should allow the appeal.

*Colin Tyrrell*

INSPECTOR