The Planning Inspectorate

Appeal Decision

Site visit made on 18 July 2011

by Megan Thomas **BA Hons in Law, Barrister**

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

Decision date: 9 August 2011

Appeal Ref: APP/W1715/H/11/2149558
Esporta Health and Fitness Club, Botley Road, West End, Southampton SO30 3XA

- 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 New Esporta Holding Limited against the decision of Eastleigh Borough Council.
- The application Ref A/10/67908, dated 14 September 2010, was refused by notice dated 21 January 2011.
- The advertisement proposed is a wooden advertising hoarding.

Decision

1. The appeal is dismissed.

Main Issue

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are exercisable only in the interests of amenity and public safety and the Council make it clear that the objection in this case is to the effect of the proposed hoarding on amenity. Accordingly, the main issue is the effect of the proposal on the character and appearance of the area.

Reasons

3. The proposed hoarding would be made of wood, about 900mm high and 4500mm long and would be situated close to the ground. It would be located on a grassed and treed area marking the entrance to a tennis and health club. The club is advertised by a smart pole and tripartite fabric sign standing close to the site of the proposed hoarding and it is accessed from an adjacent roundabout on Marshall Drive which also gives access to the Rosebowl cricket ground.

4. To my mind, much of the character of the locale is derived from the openness of the area and the high quality of the development that has recently been created there. The formal landscaping which has taken place does not cut down the feeling of openness and succeeds in taking the eye up to the pedestrian entrance to the health club building. However, there are advertisements, road and directional signs on and around the roundabout some of which appear to be permanent in nature and some temporary. Some are associated with the Rosebowl cricket ground. These signs, taken together, do result in visual clutter and this detracts from the appearance of the area. The proposed hoarding would add to this clutter, diminishing visual amenity.

5. The hoarding would also contrast unfavourably with the high quality of the pole and fabric sign because its appearance would be markedly less stylish than that structure. I agree with the Council that ancillary development to the sports facilities provided in the area should aim to be high quality in order to reflect what is already there. In coming to my view I have borne in mind policies 67.BE and 158.OS of the Eastleigh Borough Local Plan Review (2001-2011).

Conclusion

6. Consequently, for the reasons given above, I conclude that the proposal would unacceptably harm the character and appearance of the area.

7. Having taken into account all representations made, I dismiss the appeal.

Megan Thomas

INSPECTOR