

## Report of the Chief Executive

## APPEAL DECISION

<b>APPLICATION NUMBER:</b>	<b>20/00856/ADV</b>
<b>LOCATION:</b>	<b>Advertising Right Adjacent Horse and Jockey 20 Nottingham Road, Stapleford</b>
<b>PROPOSAL:</b>	<b>Display 1 illuminated 48-sheet digital advertising display, including removal of 4 illuminated 48-sheet signs</b>

**RECOMMENDATION BY OFFICER - REFUSE**

**REASON FOR REFUSAL** - The proposed advertising hoarding, by virtue of its location and frequent changes of the display would cause a distraction to drivers travelling along Nottingham Road thereby posing an unacceptable risk to highway safety. Accordingly, the proposal conflicts with paragraph 132 of the National Planning Policy Framework (2019) and there is no justification for treating the advertisement as an exception to that guidance.

**LEVEL OF DECISION: DELEGATED DECISION****APPEAL DISMISSED**

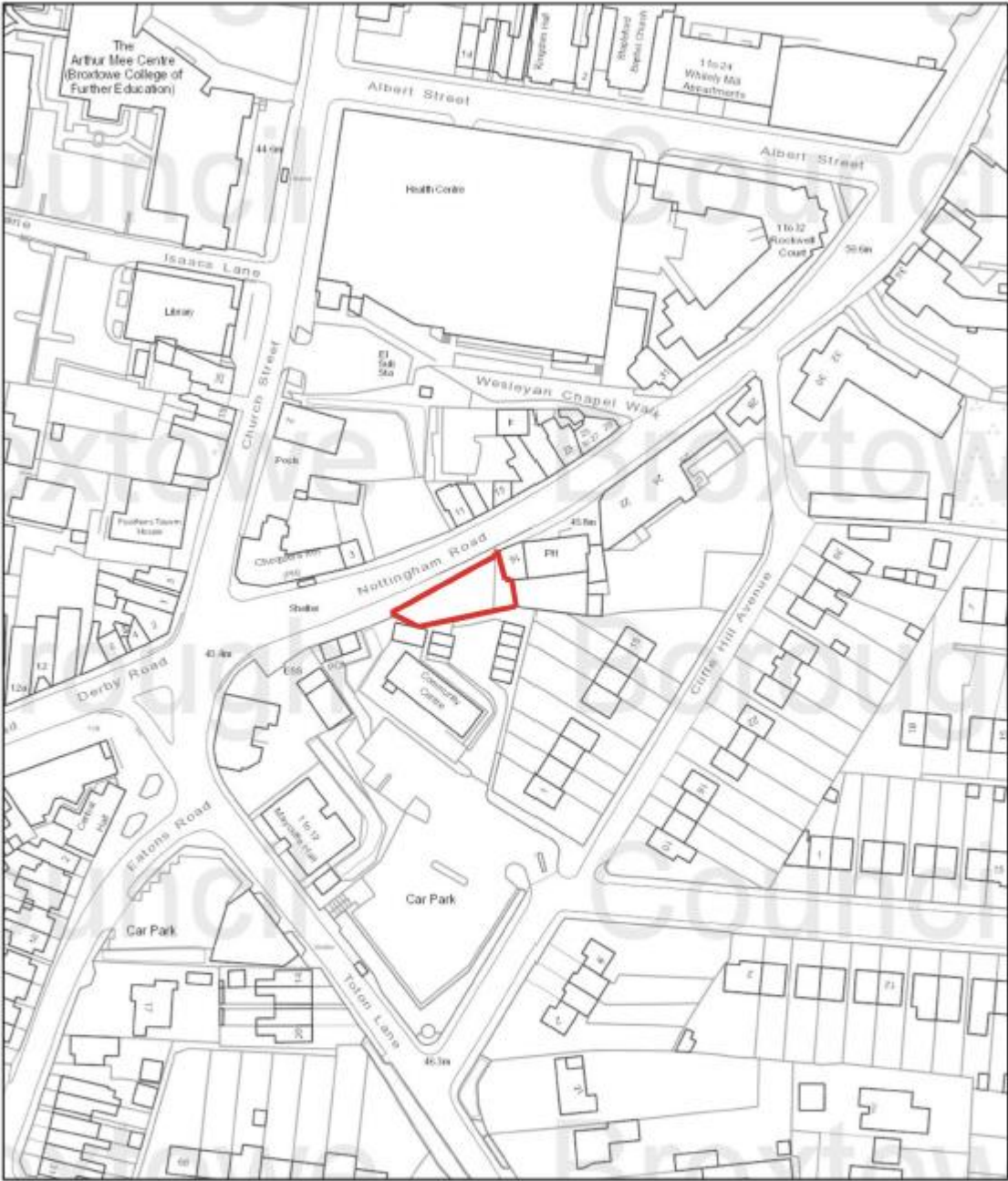
The Inspector considered the main issue to be the effect of the proposed advertisement on public safety.

The Inspector considered that although the site currently contains 2 advertisement hoarding, each comprising of 2 fixed image poster board displays. That the proposed sign would be placed in an elevated position facing classified distributor roads, with the sign facing down towards the signalised junction.

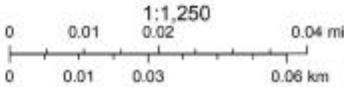
They noted that, whilst advertisements are intended to attract attention, the Planning Practice Guidance (the Guidance) emphasises that advertisements at points, such as junctions, where drivers need to take more care, are more likely to affect public safety and that whilst the principle of advertisements in this location had been established by the existing hoardings, the proposed digital displays may change as frequently as every 10 seconds and the Guidance emphasises that advertisements which are subject to frequent changes of the display may cause danger to road users.

The Inspector is mindful of the benefits, reduction in the number of hoardings creating less street clutter, economic and environmental benefits, including waste reduction and remote management, though, the Inspector concluded that, due to their siting and nature of display, the proposed display would have unacceptable harm in respect of highway safety, due to the potential to cause driver distraction, and therefore public safety.

Adjacent Horse and Jockey



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