
Appeal Decision

Site visit made on 14 August 2017

by Beverley Doward BSc BTP MRTPI

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

Decision date: 29 August 2017

Appeal Ref: APP/J4423/Z/17/3178547
183 Archer Road, Sheffield, S8 0JX

- 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 Aldi Stores Ltd against the decision of Sheffield City Council.
 - The application Ref 17/01309/ADV (formerly PP-05948184), dated 28 March 2017, was refused by notice dated 22 May 2017.
 - The advertisement proposed is 9No. non illuminated vinyl graphics fixed between existing brickwork piers.
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Decision

1. The appeal is allowed and express consent is granted for the display of the 9No. non illuminated vinyl graphics fixed between existing brickwork piers 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. The main issue in this case is the effect of the proposed advertisements on the visual amenity of the host building and the surrounding area.

Reasons

3. The appeal site is a single storey retail store which is sited parallel to Archer Road with the main entrance fronting the car parking area. It lies within an area defined in the Sheffield Unitary Development Plan (adopted 1998) (UDP) as a mixed use area. The appeal site is bordered to the north east by a petrol filling station which operates in connection with the adjacent superstore sited on the opposite of Archer Road. To the south west of the site there is a car showroom.
4. The 9No. non illuminated vinyl graphics would be installed on the elevation of the building which fronts onto Archer Road. This elevation, which extends almost the length of the building, is rendered and painted white. It is broken up only by a number of brick columns. The proposed vinyl graphics would extend along the Archer Road frontage of the building within each rendered section. However, they would not appear out of scale with the general context of the building or the surrounding mixed use commercial area.
5. The proposed vinyl graphics would add an element of colour to what is otherwise a somewhat dull and uninspiring elevation. They would not detract from the overall appearance of the building, which the Council indicates is not

considered to be of significant architectural merit, nor would they appear unduly prominent within the street scene.

6. To conclude therefore, the proposed advertisements would not harm the visual amenity of the host building and the surrounding area.
7. The Council refers to policy BE13 of the UDP and policy CS74 of the Sheffield Development Framework Core Strategy (adopted 2009) (Core Strategy) which it considers material to this appeal. The Town and Country Planning (Control of Advertisements) Regulations (England) 2007 (the Regulations) and the National Planning Policy Framework require that control over advertisements should only be in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. I have taken into account policy BE13 of the UDP and policy CS74 of the Core Strategy in so far as they are material in this case. However, given that I have concluded that the proposal would not harm amenity, it does not conflict with these policies.
8. For the reasons set out above, and having regard to all other matters raised, I conclude that the appeal should be allowed subject to the five standard conditions set out in Schedule 2 of the Regulations.

Beverley Doward

INSPECTOR