



Appeal Decision

Site visit made on 15 August 2019

by J M Tweddle BSc(Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 7th October 2019

Appeal Ref: APP/W4705/H/19/3228545

14 New Row, Cottingley, Bingley BD16 1PB

- 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 R.E. & E. Spencer Properties against the decision of the City of Bradford Metropolitan District Council.
 - The application Ref 19/00780/ADV, dated 18 February 2019, was refused by notice dated 17 April 2019.
 - The advertisement proposed is described as a 'business sign – freestanding supported on metal poles in arched metal surround.'
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Decision

1. The appeal is dismissed.

Procedural Matter

2. At the time of my site visit the advertisement was being displayed. I shall proceed to consider the appeal on this basis.

Main Issue

3. The main issue is the effect of the advertisement on the amenity of the area.

Reasons

4. The site is within a private parking area associated with an adjacent row of terraced cottages at 2 -14 New Row which have recently undergone refurbishment and which the proposal seeks to promote. The area immediately surrounding the appeal site comprises residential properties interspersed with landscaping and mature trees which provide a pleasant and verdant character to the area.
5. The signage is located at an elevated position along the southern side of Bradford Road. Other than a small number of temporary For Sale signs that were in place at the time of my visit, the area is generally devoid of commercial signage, reinforcing its residential character. Consequently, the proposed advertisement is a somewhat isolated and incongruous addition to the streetscene that detracts from the area's otherwise largely uncluttered appearance. Its elevated position emphasises its visual prominence and accentuates its inappropriate siting.
6. The appellant contends that the signage is of a bespoke design in a form, style and materials that reflect the adjacent boundary railings. I accept that some

consideration has been given to the design and style of the framing, however, this does not justify the continued display of an advertisement that I have found to be at odds with the surrounding character and appearance of the area.

7. In support of the proposal the appellant has drawn my attention to commercial signage which exists further east along Bradford Road and close to the traffic light junction with Cottingley New Road. I was able to view this signage during my visits but could see that this was experienced in a different context to that of the appeal site and therefore does not provide a justification for allowing the appeal.
8. The appellant states that the sign is 'stand alone' and therefore there are no cumulative impacts, however, it is in fact the stand along nature of the advertisement, unrelated to any commercial premises, which causes concern.
9. I conclude that the proposed advertisement would harm the amenity of the area. This is contrary to Policy DS3 of the Local Plan for the Bradford District Core Strategy Development Plan Document (Adopted July 2017) which seeks, amongst other things, to ensure that development proposals create a strong sense of place and are appropriate to their context through good design.

Other Matters

10. I note the local Town Council's support for the proposal, and that there was no objection from any neighbours, but this does not outweigh the harm I have found.

Conclusion

11. For the reasons given above, I conclude that the appeal should be dismissed.

Jeff Tweddle

INSPECTOR