
Appeal Decision

Site visit made on 7 January 2020

by E Maund BA (Hons) MSc Dip UP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 21st January 2020

Appeal Ref: APP/J4423/Z/19/3241922

End of terrace 598 Staniforth Road SHEFFIELD S9 4LN

- 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 Clear Channel UK against the decision of Sheffield City Council.
 - The application Ref 19/03168/HOARD, dated 28 August 2019, was refused by notice dated 23 October 2019.
 - The advertisement proposed is upgrade to 48 sheet advertising display unit to support internally illuminated digital static display.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The appeal site has in place a current 48 sheet hoarding of similar dimensions to the appeal proposal, both main parties agree this has the benefit of deemed consent having been in place for a considerable number of years. I have considered the appeal on this basis.

Main Issue

3. The main issue is the effect of the proposed illuminated advert on the amenity of the area.

Reasons

4. The site of the proposed illuminated hoarding is the eastern gable end of 598 Staniforth Road, an end of terrace property sited at the junction with Wetherby Court where there is currently a 48 sheet advertising board. Wetherby Court is a dead end located between the blank gable ends of the two adjoining properties, at the time of my visit being used for the parking of cars.
5. The proposed illuminated display would replace the existing board and would be of similar dimensions. It is visible when approached from the east along Staniforth Road, but this is constrained by the intervening buildings and as such is more readily visible from the opposite side of the road and from properties opposite which would have an oblique view.
6. The properties in the vicinity are generally a mixture of commercial and residential, with the residential elements being largely above the commercial premises at ground floor, apart from immediately opposite the site where residential properties are sited.

7. The only material change from the current situation is in the type of sign, proposed to change from that of a paste and poster hoarding to an internally illuminated digital display.
8. This change, though would materially alter the appearance of the sign particularly during the hours of darkness, making the sign far more strident, adversely affecting the amenity of the area and despite the oblique angle from which it would be viewed adversely affect the visual amenity of the residential properties opposite.
9. In these circumstances I consider that this change would introduce an incongruous feature in this mixed commercial and residential area which would be likely to adversely affect the general amenity of the area and the residential properties opposite.
10. The Council has cited Policy BE19 of the Sheffield City Council Urban Development Plan 1998 in the reason for refusal. The Regulations require that decisions are made only in interests of amenity and public safety. Consequently, although I have taken these policies into account, they have not been a decisive consideration in my determination of this appeal.

Other issues

11. The appellant argues that if allowed, there will be other benefits such as the reduction in vehicle trips, the ability to broadcast emergency messages, or non-commercial campaigns and the potential to limit the degree of illumination or frequency of change of advertisement by condition.
12. Neither these potential benefits or the proposed conditions would overcome the harm I have identified would occur to the amenity of the area.

Conclusion

13. I conclude that the introduction of this illuminated advertisement would have an unacceptable impact upon the amenity of the area and accordingly I conclude that this appeal should be dismissed.

Edwin Maund

INSPECTOR