
Appeal Decision

Site visit made on 20 January 2020

by William Cooper BA (Hons) MA CMLI

an Inspector appointed by the Secretary of State

Decision date: 11th February 2020

APP/W4705/Z/19/3240863

Quantas House, Rooley Lane, Bradford BD4 7SJ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Mr Stephen Doolin, Progress Outdoor Ltd against the decision of City of Bradford Metropolitan District Council.
 - The application Ref: 19/03510/ADV, dated 16 August 2019, was refused by notice dated 8 October 2019.
 - The advertisement proposed is 1 x 48 sheet freestanding digital advertising display unit.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertisement on visual amenity.

Reasons

3. The appeal site is an area of hardstanding at the end of a row of back-to-back terraced houses, which are on Rook Lane. The row's gable end fronts obliquely onto the A6177 Rooley Lane, which is a dual carriageway with three lanes of traffic in each direction. The site is located a short distance north-east of the roundabout access to a large Asda supermarket.
4. Approaching the roundabout, a cluster of commercial development with associated signage is apparent, in the form of the supermarket, car wash, filling station and coffee shop. These elements combine with rows of older, stone-fronted terraced dwellings on the south-eastern side of Rooley Lane, north of the Asda roundabout, to form a mixed residential and commercial character to the neighbourhood. The dwellings comprise the proposal's host terraced row - which reads on the ground as a substantial 'finger' of residential development - and the smaller cul-de-sac at Kaycell Street to the south. Within this context, the proposal's host row is a significant element of the residential part of the character mix of the locality.
5. The proposed advertising display unit would measure 3.5m high by 6.5m wide and consist of a sealed LED screen with metal frame surround. It would be located in front of the upper part of the gable end, facing onto Rooley Lane.
6. Due to its size, occupation of a substantial proportion of the vertical expanse in front of upper part of the two-storey gable end, and illuminated screen, the

proposed advertisement would overly dominate the end of the row of terraced houses. Furthermore, in addition to the nearby filling station and coffee shop, it would result in a noticeable step up in the scale and extent of commercial signage on the south-eastern side of Rooley Lane, in the vicinity of the site. This would be visually jarring and compete with residential character elements of the area. As such, the proposal would unbalance the character mix of the area.

7. Whilst the terraced dwellings would not look directly onto the proposed advertising display, the site's location is prominently visible in the area due to sight lines in the vicinity of the Asda roundabout, passing traffic, and pedestrian movement to and from the access to the north of the supermarket. This movement and traffic is likely to include residents in the area, accessing the nearby supermarket or car wash. As such, the above effects would be substantially noticeable in the area, travelling by vehicle and on foot along Rooley Lane, on the approach to and from the Asda roundabout.
8. I note the appellant's view that the proposed advertising display would be viewed within a commercial context, and complement its surroundings. The appellant also describes 48 sheet digital advertisements as a common sight on arterial roads in major towns and cities. However, and be the latter point as it may, the combination of factors which I have identified above lead me to find that the proposed advertising display would have a significantly adverse effect on the visual amenity of the neighbourhood of the site.
9. Therefore, I conclude that the proposed advertisement would harm visual amenity. As such, it would conflict with paragraph 132 of the National Planning Policy Framework, which states that the quality and character of places can suffer when advertisements are poorly sited and designed.
10. I have taken into account Policies DS1 and DS3 of the Bradford District Core Strategy (2017). Together, the policies seek to ensure that proposals are appropriate to their context and complement local character. As such, the policies seek to protect visual amenity, and so are material in this case. Given my finding that it would harm visual amenity, the proposal conflicts with these policies.

Other Matters

11. My attention is drawn to other advertising displays in Bradford and elsewhere¹. However, full details of those cases are not before me. Moreover, the appeal proposal has its own setting and circumstances, and, as such, I assess it on its own merits.

Conclusion

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

William Cooper

INSPECTOR

¹ Planning Application Ref: 19/03227/ADV and Appeal Ref: APP/Q4625/Z/19/3229278.

