
Appeal Decision

Site visit made on 19 May 2020 by C McDonagh BA (Hons), MA

by Susan Ashworth BA (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 03 June 2020

Appeal Ref: APP/W4705/Z/20/3248641

Menston Cricket Club, Bradford Road, Menston, Ilkley, Leeds LS29 6EB

- 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 Mr Gordon Metcalfe of Menston Cricket Club against the decision of City of Bradford Metropolitan District Council.
 - The application Ref 19/04828/ADV, dated 19 November 2019, was refused by notice dated 21 January 2020.
 - The advertisement proposed is described as 'Three-sided sign within ground facing Bradford Rd and cricket ground; sign to gable wall; five signs on end of building approaching entrance.'
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Procedural Matters

3. The advertisements are already in situ. As such, I have determined the appeal on a retrospective basis.
4. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations) and the National Planning Policy Framework both make it clear that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Whilst the Council has drawn my attention to the policies it considers relevant to this appeal, and I have taken them into account as a material consideration, the Council's policies have not, by themselves, been decisive.

Main Issue

5. The main issue is the effect of the proposal on the visual amenity of the area

Reasons

6. The site lies on the edge of Menston in a semi-rural position close to open countryside. The area is generally residential in character and although there are a limited number of commercial premises nearby, the appearance of these

buildings is modest. The clubhouse is a two-storey stone building with regular proportions and an uncluttered, simple appearance. Unusually sited at an angle to the road it is highly prominent when viewed in both directions along Bradford Road. As a result of its traditional materials and simple form and appearance, although it is not a listed building or within a conservation area, the building makes a positive contribution to the semi-rural character of the area.

7. There are seven advertisements subject to this appeal; a freestanding sign attached to the stone wall along Bradford Road, a large sign attached to the gable wall of the clubhouse and five smaller signs upon the rear elevation of the same building facing the road.
8. The larger sign on the gable end of the clubhouse dominates this elevation of the building and is highly prominent when approaching the appeal site along Bradford Road. The scale and dominance of the sign harms this character and appearance of the building and the immediate area.
9. The freestanding sign affixed to the stone wall lining Bradford Road is set in front of the gable sign. Its commercial content appears to be unrelated to the use of the club. Its materials and scale are highly prominent in views from the road and in combination with the gable sign, create an element of visual clutter. This causes further harm to the character and appearance of the area.
10. The rear elevation of the clubhouse, which is angled towards the road, contains five signs of various sizes and orientations. These are irregularly positioned and cover a large portion of this elevation. As with the other signage, none appear to be directly related to the use of the building and thereby result in unwarranted commercial clutter which appears discordant with the simple, modest form and appearance of the building and semi-rural character of the area. As such the signs cause significant harm to the character and appearance of the building and the local area.
11. I observed the signage on the opposite side of Bradford Road outside the takeaway and phone shop. However, these are in front of, and affixed to, a much more modern building, which is set back from the road and screened by trees on one side. As such these are not directly comparable to the signs subject to this appeal, despite being nearby. My attention was also drawn to the pub next door with regards to its advertisements. However, from my observations these appear modest and of a complementary palette. Moreover, these advertisements are directly related to the use of the premises on which they are displayed. Similarly, the numerous examples of other signage further afield, which the appellant considers are poorly sited, are located in areas with a different character and are also not directly comparable to the appeal before me. Regardless, each proposal is assessed on its own merits and this would not overcome the harm I have identified.
12. I am sympathetic to the need for funding for the club and acknowledge the contribution the signs make in this regard. I also accept that signs may have been displayed on the building for a number of years and I acknowledge that there is support for the proposal from the Parish Council. However, there is nothing before me to demonstrate that the present signs are lawful and I am not aware that a Certificate of Lawful Development has been applied for. Moreover, I must determine the appeal as it is presented to me.

13. In accordance with the Regulations, I have taken into account the provisions of the development plan in so far as they are relevant. Policies DS1 and DS3 of the Bradford Core Strategy Development Plan Document (CSDPD) seek to ensure design is informed by a good understanding of the site/area and its context. As such these are considered material considerations insofar as they are relevant to visual amenity.
14. In conclusion the proposal would harm the visual amenity of the area and would not accord with Policies DS1 and DS3 of the CSDPD. The proposal would also be contrary to the design aims of the Framework, which advises through paragraph 132 that the quality and character of places can suffer when advertisements are poorly sited and designed.

Recommendation

15. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be dismissed.

C McDonagh

APPEAL PLANNING OFFICER

Inspector's Decision

16. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis the appeal is dismissed.

S Ashworth

INSPECTOR