
Appeal Decision

Site visit made on 16 June 2020

by Diane Cragg DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 22 June 2020

Appeal Ref: APP/W4705/Z/20/3246238
809 Manchester Road, Bradford BD5 8LN

- 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 Ben Porte (Clear Channel UK) against the decision of City of Bradford Metropolitan District Council.
 - The application Ref 19/04349/ADV, dated 16 October 2019, was refused by notice dated 11 December 2019.
 - The advertisement proposed is installation of D-Poster on gable wall measuring 6m by 3m.
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Decision

1. The appeal is dismissed.

Main Issue

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

Reasons

3. The appeal site occupies a corner location at the junction of Manchester Road and Runswick Street. Manchester Road is a dual carriage way with a central reservation, as such it is a wide busy road that dominates the frontage of the appeal site. There are a variety of building types and uses along Manchester Road. The signage reflects the variety and design of buildings. However, the immediate context of the appeal site is predominantly residential.
4. The appeal property is an end of terraced three storey stone-built structure. Similar substantial stone-built rows of terraced properties are located adjacent to Manchester Road. The stone gable ends of the rows of terraces are variously detailed and face Manchester Road on its west side and these, together with the flank wall of the appeal building and gable elevations of the neighbouring rows of terraces facing Runswick Street, are attractive features within the street scene.
5. The flank wall of the appeal property occupies a particularly prominent location due to the open forecourt of the car sales business located on the opposite corner of Runswick Street. The proposed signage would be on the south elevation of the building so that it would be a prominent feature when travelling north along Manchester Road. It would also be prominent in views from Runswick Street and the residential area to the west side of Manchester Road.

6. There is an existing advertisement displayed at ground floor level on the flank wall of the appeal building. At my site visit I observed that this signage is prominent in the street scene. I note that this existing sign would remain alongside the proposed digital advertisement. The proposed digital advertisement would measure 3m by 6m displayed in landscape orientation. It would be in an elevated position at first floor level. Its location would give it a strong presence in the street scene and its size and siting would, together with the ground floor signage, obscure a good proportion of the flank wall of the building.
7. The scale and prominent location of the proposed digital advertisement would be accentuated by its illumination and the display of sequential images. In views from the residential area to the west and from Runswick Street the advertisement would appear as a dominant and incongruous feature in its elevated position.
8. I have considered the location of street lighting along Manchester Road and the proposed conditions to limit minimum display time and the intensity of the illumination. I accept the presence of the digital advertisement in the evening and hours of darkness would be lessened by these. However, the streetlights along Runswick Street are lower and more restrained so that from this residential area the signage would appear particularly prominent after dark.
9. I acknowledge that the appeal building is not listed and is not in a conservation area. It nevertheless contributes to the street scene and the positive features that form part of its character and appearance would be undermined by the siting and design of the signage.
10. Overall, I consider that the proposed advertisement would be a dominant and discordant element in the street scene that would detract from the visual amenity of the area.
11. In accordance with the Regulations¹, I have taken account of the provisions of the development plan so far as they are material. Of particular relevance are Policies DS1 and DS3 of the Local Plan for the Bradford District, Core Strategy Development Plan Document adopted July 2017 which require that decisions contribute to achieving high quality places. I find the proposed digital advertisement would conflict with these policies. I also find conflict with the National Planning Policy Framework which states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

12. The Council do not object to the siting of the advertisement on public safety grounds subject to conditions and I see no reason to disagree.

Conclusion

13. For the reasons given above, the appeal is dismissed.

Diane Cragg

INSPECTOR

¹ Town and Country Planning (Control of Advertisement) (England) Regulations 2007.