



Appeal Decision

Site visit made on 1 March 2022

by Diane Cragg Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 March 2022

Appeal Ref: APP/H1033/Z/21/3288451

Glossop Caravans, Brookfield, Dinting, Glossop SK13 6JF

- 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 Jonathan Robe (Glossop Caravans) against the decision of High Peak Borough Council.
 - The application Ref HPK/2021/0503, dated 25 August 2021, was refused by notice dated 24 November 2021.
 - The advertisement proposed is 2no internally illuminated SMD LED Digital Display Totems.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertisements on the amenity of the area.

Reasons

3. Glossop caravans is located adjacent to the A57, a principle and busy through road linking Manchester with Sheffield. Adjacent uses are largely commercial and signage, both freestanding and on buildings, is visible along the road. Even so, the well-maintained grass verge, mature trees, and other boundary landscaping, near to and within the appeal site, provides an attractive backdrop to the commercial area and setting for the A57.
4. The proposed digital totem signs would be sited in the grass verge to the appeal site frontage. Due to the narrow verge width the advertisements would be close to the road edge and would be particularly prominent. In their locations close to the road, the proposed LED digital displays would contrast starkly against the landscaped backdrop and the changing images would significantly catch the eye.
5. Consequently, the siting, size, design, and digital displays of the advertisements would be dominant features that would appear markedly more apparent than any other signage within the area. They would appear discordant with the attractive landscaping that characterises this part of the A57. As a result, the totem signs would be conspicuous and incongruous additions to the street scene that would be harmful to the visual amenity of the area.
6. I appreciate that a totem sign is already displayed at the appeal site, but this does not have a digital display and its presence does not alter my conclusions

about the proposed advertisements. I also accept that a condition could control the brightness of the displays, but such a condition would not overcome my concerns.

7. In accordance with the Regulations, although not determinative, the proposed advertisements would conflict with Policy EQ6 of the High Peak Local Plan April 2016, which requires development to contribute positively to an area's character. The advertisements would also conflict with the National Planning Policy Framework, which cautions through paragraph 136, that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

8. The appellant suggests that the proposed advertisements would attract investment and increase tourism potential, but there is limited evidence before me that the proposed advertisements would be beneficial in these respects. In any case, I am required to consider advertisements only in the interests of amenity and public safety.
9. The Council does not object to the siting of the advertisements on public safety grounds subject to conditions and I see no reason to disagree.

Conclusion

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

Diane Cragg

INSPECTOR