
Appeal Decision

Site visit made on 11TH July 2022

by David Reed BSc DipTP DMS MRTPI

an Inspector appointed by the Secretary of State

Decision date: 21TH July 2022

Appeal Ref: APP/J0540/Z/22/3297681

2 Alma Road, Millfield, Peterborough PE1 3AW

- 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 A Henderson, DEKODED Ltd against the decision of Peterborough City Council.
 - The application Ref 22/00106/ADV, dated 28 January 2022, was refused by notice dated 19 April 2022.
 - The advertisement proposed is a digital display screen.
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Decision

1. The appeal is dismissed.

Main Issue

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

Reasons

3. The proposal is for a digital advertisement screen, 3.2 m wide and 1.6 m high, mounted at first floor level on the end wall of No 2 Alma Road, a property on the corner of Lincoln Road about 2 km north of the city centre. Lincoln Road bends at this point so the display screen would face southbound traffic. The digital advertisement unit would display static illuminated images which would change every 10 seconds, each change being instantaneous. The existing pair of unchanging internally illuminated box displays on the corner of the building at first floor level would be removed.
4. The building, currently used as a 24-hour taxi call office, has no architectural merit and lies within the commercial/retail centre of Millfield. This vibrant and cosmopolitan area of shops and restaurants is characterised by a plethora of internally illuminated and other advertisements. These include full width fascia signs, projecting box signs, rotating barber's poles and some on building fronts at first floor level, notably on the 'Authorised Repair Centre' opposite the site. However, most relate to the businesses operating in the area. A colourful full height gable end mural cartoon welcomes those arriving from the south.
5. Whilst the vicinity of the appeal site is marked by a seemingly unrestrained display of advertisements, the proposal would represent a significant new departure. At 3.2 x 1.6 m, the screen would be unduly large for its setting. The appellant does not provide any examples of similar sized or larger displays, and the proposal would be highly prominent at first floor level on a building uniquely exposed to traffic approaching from the north. Although the existing

pair of static advertisements would be removed, that on the Alma Road frontage tidying up the elevation concerned, the regularly changing digital display on this building would, even in this commercial location, appear unduly prominent and intrusive in the street scene.

Conclusion

6. For these reasons the proposal would cause significant harm to the amenity of the area, the relevant test under the advertisement regulations. It would also conflict with the aims of Policy LP16 of the Peterborough Local Plan 2019 which requires respect for the context of the site and paragraph 136 of the National Planning Policy Framework which opposes poorly sited advertisements.
7. Having regard to the above the appeal should be dismissed.

David Reed

INSPECTOR