



Appeal Decision

Site visit made on 10 October 2022

by L Hughes, BA (Hons), MSc, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 04 November 2022

Appeal Ref: APP/W4705/Z/22/3305576

14 Westgate, Baildon, Bradford, BD17 5EJ

- 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 Mrs Sophie Holmes of Vita e Bella Ltd against the decision of City of Bradford Metropolitan District Council.
 - The application Ref 22/02573/ADV, dated 10 June 2022, was refused by notice dated 8 August 2022.
 - The development is two LED backlight, grey aluminium signage, with cutouts for lettering for a minimal illumination, each to be situated above each of the shop windows.
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Decision

1. The appeal is allowed and express consent is granted for the display of two LED backlight, grey aluminium signage, with cutouts for lettering for a minimal illumination, each to be situated above each of the shop windows. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Preliminary Matters

2. Signage is already being displayed at the appeal site which appears to be as proposed on the plans submitted with the appeal. I have therefore determined the appeal on this basis.

Main Issue

3. The Council does not raise any objections to the proposed signage on public safety grounds and I see no reason to disagree.
4. Therefore, the main issue is the effect of the advertisements on the visual amenity of the Baildon Conservation Area.

Reasons

5. The appeal site is situated on Westgate in Baildon, a traditional small high street with commercial properties to both sides. The buildings generally date from the 19th century, constructed from local stone with a number part or fully rendered and painted including the appeal property.
6. I have paid special attention to the desirability of preserving or enhancing the character or appearance of the Baildon Conservation Area, within which the site lies, in accordance with the statutory duty set out in Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. The significance of the Conservation Area in part, derives from its character as a traditional

small high street with a variety of architectural treatment and appearance of the buildings on Westgate. The vitality and character of the street are also an important aspect of the sense of place of Baildon.

7. The appeal proposal is for 2 illuminated fascia signs above the ground floor windows. Most commercial properties facing onto Westgate display some form of fascia signage, and consequently, in principle such signage is not incongruous within the streetscene. The slight projection of the box signage is not notable when viewed within the streetscene, nor is it discordant with the appeal property's detailing. Further, the internal illumination is restricted only to the lettering, so that the overall effect of the signage is modest and unobtrusive.
8. The signage is also comparable with other fascia advertisements within the street, including those which are not of the same type of box construction but which give a similar impression due to their design and positioning in the varied façades. There are also examples of illuminated signage along the street, such that the appeal proposal does not have great prominence in this regard. Consequently, the proposal would not be incongruous with the host property or detrimental to the streetscene. Nor would it set a precedent for future such signage because the variety of architectural styles means that each premises would need to be considered within its own context. Accordingly, the proposal would preserve the character and appearance of the Conservation Area.
9. I have taken into account policy EN3 of the Bradford Core Strategy Development Plan Document (2017) which is material in this case as it seeks to conserve, and where appropriate, enhance, the character and appearance, historic value, and significance of Conservation Areas.
10. Policy EN3 also requires consideration of the Shopfront Design Guide Supplementary Planning Document (SPD) (2007). Although the Council draws attention to the general presumption against internal illumination in Conservation areas, the SPD supports proposals that preserve the character and appearance of the Conservation Area, as is the case with the appeal proposal.
11. The National Planning Policy Framework (the Framework) paragraph 199 to 203 do not apply to the advertisement consent regime. Nevertheless, for the reasons set out I am satisfied that the signage is appropriately designed and sited and in this respect accords with the Framework requirements.
12. The Council does not suggest any conditions other than the five standard conditions and I see no reason to disagree.

Conclusion

13. For the reasons given above I conclude that the display of the advertisements would not be detrimental to the interests of visual amenity, and therefore the appeal is allowed.

L Hughes

INSPECTOR