



Appeal Decision

Site visit made on 10 January 2023

by S R G Baird BA (Hons) MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 16 January 2023

Appeal Ref: APP/G4240/Z/22/3309582

1 Station View, Droylsden M43 6TT

- 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 Wildstone Estates Limited against the decision of Tameside Metropolitan Borough Council.
 - The application Ref 22/00708/ADV, dated 29 June 2022, was refused by notice dated 9 September 2022.
 - The advertisement proposed is the erection of a new digital poster display.
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Preliminary Matters

1. As confirmed by the National Planning Policy Framework (Framework) powers under the above Regulations may be exercised only in the interests of amenity and public safety, taking account of any material factors. The decision notice refers to Policy C1 of the Tameside Unitary Development Plan (UDP) and the Framework. Thus, in determining this appeal, UDP policy has not by itself been decisive. Here, the Ipa does not suggest that the sign would have an adverse effect on highway safety. The impact on amenity is largely a matter of informed but nonetheless subjective judgement.
2. Regard has been had to the fact that a 48-sheet externally illuminated advertisement hoarding previously occupied a similar position on the gable elevation of No. 1 Station View, albeit it was removed some time ago.

Decision

3. The appeal is dismissed.

Main Issue

4. The effect on the appearance of the area.

Reasons

5. The 6m wide by 3m deep LED digital display would be located at first-floor level on the west facing gable elevation of No. 1. Ashton Old Road is characterised by long rows of terraced housing interspersed with commercial centres of varying size. Advertising is generally restricted to that attached to small commercial premises, non-illuminated freestanding poster or wall mounted hoardings. No. 1 is located within one of the smaller groups of commercial premises dotted along Ashton Old Road. This small centre includes a petrol filling station (PFS) and car wash that has a variety of types of illuminated and non-illuminated signs and flags. On the pavement in front of the PFS is a telecoms mast and several cabinets of varying size. On the opposite side of the road is a dual facing non-illuminated advert hoarding. Unlike many of the

small commercial centres along Ashton Old Road, this centre has a noticeably cluttered appearance.

6. Whilst the proposed sign would occupy the same position and be the same size as the previous sign, it would be materially different both in terms of its nature and effect. Ashton Old Road is an arterial route and this type of sign is not unusual on such routes. Indeed, on my travels to this and other sites in the city, I saw several similar digital signs at the roadside. However, most were on the edge of predominantly industrial/commercial areas.
7. Whilst the purpose of advertisements is to attract attention, the digital nature of the sign and the intermittent changing of the display would, in this location, be obtrusive. This effect coupled with the cluttered nature of the immediate surroundings would result in the proposed sign forming an obtrusive and incongruous feature unacceptably dominating the approach from the west harming the visual amenity of the area.
8. I have considered UDP Policy C1, which seeks to protect the character and appearance of an area and is material in this case. Given, the sign would harm visual amenity, it conflicts with this policy. For the reasons given above and having regard to all other matters raised, including other appeal decisions supplied to me, the advertisement would be detrimental to the interests of visual amenity and conflict with the development plan taken as a whole.

George Baird

Inspector