



Appeal Decision

Site visit made on 31 October 2023

by M J Francis BA (Hons) MA MSc MCIfA

an Inspector appointed by the Secretary of State

Decision date: 15 November 2023

Appeal Ref: APP/W4705/Z/23/3327686

Wynsors World of Shoes, 339 Thornton Road, Bradford BD8 9ER

- 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 Wynsors World of Shoes against the decision of City of Bradford Metropolitan District Council.
 - The application Ref 23/02015/ADV, dated 3 June 2023, was refused by notice dated 10 August 2023.
 - The development proposed is replacement of existing freestanding double-sided illuminated pole mounted signage with double-sided freestanding digital displays in back to back formation each measuring 6x3 metres.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The address on the application form includes, B6145, which is the road adjacent to the appeal site. As this does not form part of the address, I have removed it from the banner heading.

Main Issues

3. The main issues are the effect of the advert on the amenity of the area and public safety.

Reasons

Amenity

4. The appeal site is located between a tyre business, 'Speedy's', and a food outlet, which was closed at the time of my visit. Adjacent to these are single storey buildings which are part of the Thornton Road industrial estate. In the other direction, there is a traditional row of shops. Opposite the proposal is a car showroom and a site, referred to in the appellants statement as a warehouse, but which is a large, recently built school.
5. 'Wynsors World of Shoes' is a retail premises. It is a single storey building with an extended canopy to the front. Attached to this is an open metal gantry which extends above the front car park. The existing rectangular sign, illuminated by overlights, is attached to the gantry, and is supported by a metal pole.
6. The proposal would consist of two, large, rectangular signs, constructed back-to-back which would be located at the edge of the car park, adjoining the low brick wall at the front. The signage would be internally illuminated by LED

lighting with digital images. The signage would reference the site but would also contain general advertising.

7. Based on the submitted drawings, the proposal would be slightly higher than the existing sign and would be located close to the pavement. Although the appellant considers that the signage would be more modern and compact, with colour and interest, the 'proposed view eastbound' image shows that it would be highly prominent when viewed along the road. Whilst there is extensive signage on buildings close to the site, this is largely fixed to the buildings, rather than being freestanding. Furthermore, there are no digital images of this size, and type, in the vicinity of the site. The proposal would, therefore, appear out of scale with the existing buildings and features in the area.
8. The appellant contends that as the area around the site is dominated by motorised vehicles, the signage would be appropriate. Whilst the adjoining road is wide, and the area does contain a number of commercial properties, the site is, however, close to a school, and is a short distance from Weetwood Road, a residential street. Pedestrians were walking along the pavement in front of the site when I visited which leads me to deduce that both motorised vehicles and pedestrians frequently use this area.
9. In conclusion, the signage, which would be larger than the existing, would dominate the surroundings. As the scale and type of advertising would not conform with the characteristics of the area, it would, therefore harm the amenity of the area.
10. I have taken into account Policies DS1 and DS3 of the City of Bradford Core Strategy Development Plan Document, (CS), 2017, which together seek to achieve good design and high-quality places, with proposals appropriate to the context, including the scale, details and materials.

Public safety

11. The road adjoining the site, the B6145 is a wide, straight stretch of road. In the middle of the road, in front of 'Speedys', is a crossing point with metal barriers and white diagonal lines either side, bordered by broken white lines. Whilst there are four lanes of traffic at the top of the road adjacent to the traffic lights, this is narrowed to three lanes, one of which is a bus lane, close to the site. There is good visibility along the road. Whilst the road has a constant flow of traffic, it is in an urban setting and so the speed of traffic would not be fast, particularly because of the crossing point, adjacent to the school.
12. The location of the advert and its illumination, to industry standards¹, with static images which would not change more frequently than every 10 seconds, would mean that it would be seen by drivers moving in both directions along Thornton Road.
13. There is existing signage at this site. Whilst the proposal would be larger and have digital displays, it would be located within the front car park. The position of the signage and the clear visibility along the road, would ensure that the proposed adverts would not cause a distraction to users of the highway and harm public safety in this location.

¹ Institute of Lighting Professionals' (ILP) Technical Note 5.

14. I have also taken into account Policies DS1 and DS3 of the CS. As I have concluded that the proposal would not harm public safety, the proposal does not conflict with these policies.

Other Matters

15. The proposal includes the removal of the 'Speedy sign' which is located at the front of the adjacent tyre premises, however, this is outside the red line boundary, and not in the ownership of the appellant. It is therefore not part of the appeal site.

Conclusion

16. For the reasons given above, considering the development plan as a whole and all relevant material considerations, the appeal is dismissed.

M J Francis

INSPECTOR