



Appeal Decision

Site visit made on 23 December 2023

by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 26.01.2024

Appeal Ref: APP/Q4245/Z/23/3330944

184-186 Cross Street, Sale, Trafford M33 7AG

- 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 for the display of an advertisement.
 - The appeal is made by Mr Paul Hardy, Vivid Outdoor Media Solutions (A) Ltd against the decision of Trafford Metropolitan Borough Council.
 - The application Ref 111281/ADV/23, dated 28 June 2023.
 - The advertisement proposed is replacement of existing externally illuminated sign 1.5m x 3.5m with an internally illuminated LED Digital 48-sheet display, 3.2m x 6.2m, on the gable wall
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Decision

1. The appeal is dismissed.

Procedural Matter

2. Since the determination of the application the National Planning Policy Framework has been superseded by the National Planning Policy Framework (2023) (the Framework). However, in relation to this appeal the aims of both sets of policies are similar. No party would be prejudiced or caused any injustice by me proceeding with the appeal in light of this change in policy.

Main Issue

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

Reasons

4. The appeal site is the gable of an end terraced two storey property, located on Cross Street which is a mixed use area. The area street includes a variety of commercial properties within the immediate area which incorporates various forms of signage.
5. The appeal site is a prominent gable within the area, sitting forward from Dalton House a large imposing commercial building adjacent the site.
6. In assessing amenity I have taking into account the advertisements on adjacent commercial units. The advertisement before me is on a conspicuous site within the streetscene and despite the presence of other advertisements in the immediate area the disproportionately large advertisement would dominant the modest gable and the streetscene in general.

7. Whilst there are other advertisements on gables in the area, I observed that the scale and prominent location of the proposed advertisement would be at odds with the general characteristics of the area. The increase in scale of an advertisement on this gable would add visual clutter and detract from the amenity of the area.
8. I conclude that the display of the advertisement proposed would be detrimental to the amenity of the area.
9. I have taken into account Policy L7 of the Trafford Local Plan, Core Strategy, Development Plan Document (2012) which seeks to protect amenity and so is material in this case. Given I have concluded that the proposal would harm amenity, the proposal conflicts with this policy.
10. I find conflict with the Framework which seeks to protect the quality and character of places from poorly sited and designed advertisements.
11. There is conflict with the Councils Planning Guidelines for Advertisements (1995) which seeks to avoid signs that are obtrusive, and those which would add visual clutter.

Other Matters

12. The Appellant has drawn my attention to the other advertisements. The advertisements cited are similar in scale to that of the proposal before me. Whilst photographs and appeal decisions have been provided the details are limited, notwithstanding this each development must be considered on its individual merits, and I have reached my conclusion based on the individual merit of the appeal proposal.

Conclusion

13. The appeal is dismissed, and express consent is refused for the replacement of existing externally illuminated sign 1.5m x 3.5m with an internally illuminated LED Digital 48-sheet display, 3.2m x 6.2m, on the gable wall as applied for.

C Pipe

INSPECTOR