



Appeal Decision

Site visit made on 17 January 2024 by Darren Ellis MPlan MRTPI

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 22nd February 2024

Appeal Ref: APP/J4423/Z/23/3325178

282-292 Gleadless Road, Sheffield S2 3AJ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Global against the decision of Sheffield City Council.
 - The application Ref 23/00780/HOARD, dated 7 March 2023, was refused by notice dated 15 May 2023.
 - The development proposed is a non-illuminated 48 sheet poster panel.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Main Issue

3. The effect of the proposed advertisement on visual amenity.

Reasons for the Recommendation

4. The appeal site is a shop situated at the junction of Richards Road, Carrfield Road and Gleadless Road. An existing 48-sheet advertisement is in place at ground-floor level on the western side of the building, with the proposal seeking another 48-sheet advertisement on the eastern gable at the first-floor level. Gleadless Road is commercial in nature, with the surrounding roads being residential. A range of fascia signs and poster advertisements, some of which are illuminated, are present but predominantly of a small scale and situated at either the ground-floor or fascia level. This gives the area, in advertisement terms, a recessive and unassuming feel.
 5. A 48-sheet display was previously in situ on the eastern gable of the appeal site. The Council concluded that it was unauthorised although no further action was taken. Whilst the appellant has argued that the display had deemed consent, it was removed from the site circa 2019. As such it has not formed a part of the street scene for a considerable period of time.
 6. The design of the proposed unit would be modern and not in itself unattractive. It would be elevated, which would increase the prominence of the display. It would be most visible on the approach from the east along Gleadless Road. The
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scheme would introduce a large, permanent feature that would draw the eye and appear conspicuous in the context of the surrounding area where displays are generally more discreet. It would be significantly higher than the existing advertising in the immediate area, its size dominating the gable end of the building. As a result, the proposed advertisement would cause harm to the visual amenity of the area.

7. The Council has drawn my attention to Policy B13 of the Sheffield Unitary Development Plan 1998 (UDP), which states that large poster advertisements will only be permitted if they would not harm the character or appearance of an area. Also, UDP Policy S10 requires development in Shopping Areas to be well designed and of a scale and nature appropriate to the site. As I have concluded that the proposed advertisement would harm amenity, it therefore would not accord with these policies insofar as they are material to the main issue. The proposal would also conflict with the guidance in paragraph 136 of the Framework which states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Conclusion and Recommendation

8. For the reasons given above, the proposed advertisement would cause harm to the visual amenity of the area, contrary to the Regulations. I therefore recommend that the appeal is dismissed.

Darren Ellis

APPEAL PLANNING OFFICER

Inspector's Decision

9. I have considered all the submitted evidence and my representative's report and on that basis I dismiss the appeal.

John Morrison

INSPECTOR