



Appeal Decision

Site visit made on 12 November 2024 by Darren Ellis MPlan MRTPI

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 8th January 2025

Appeal Ref: APP/G4240/Z/24/3345048

Droylsden Glass, 42-56 Audenshaw Road, Audenshaw, Tameside M34 5HJ

- 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 Kevin Thackery against the decision of Tameside Metropolitan Borough Council.
 - The application Ref is 24/00078/ADV.
 - The development proposed is '1no internally illuminated SMD LED Digital Display and 2no single sided light boxes.'
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Decision

1. The appeal is allowed and advertisement consent is granted for 1no internally illuminated SMD LED Digital Display and 2no single sided light boxes at Droylsden Glass, 42-56 Audenshaw Road, Audenshaw, Tameside M34 5HJ. The consent is for five years from the date of this decision and is subject to the standard conditions set out in the Regulations.

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.

Preliminary Matters

3. The appellant's statement refers to Mr Siddall, while the application form identifies the applicant as 'Thackerey'. The appeal form shows the appellant's name as Mr Kevin Thackery. However, an email from the appellant's agent dated 3 June 2024 confirms the appellant's name as Kevin Thackery. I have therefore entered this as the appellant's name above. In addition, and prior to issuing this decision, a revised National Planning Policy Framework (Framework) was published. Having reviewed the changes, I am satisfied that they do not affect the substantive matters of the appeal and that proceeding without further consultation with the main parties would not be prejudicial to their respective cases.

Main Issue

4. The main issue is the effect of the proposed advertisement on highway safety.

Reasons for the Recommendation

5. The appeal site is next to a busy road junction between Audenshaw Road and the A6140 dual carriageway. The proposal would replace an existing large non-

illuminated advertisement with an internally illuminated digital display and two internally illuminated light boxes.

6. The displays would be set back slightly from the edge of the highway and would be of a height similar to the existing traffic signals. However, due to its positioning the display would not obscure or be in a direct line of them. The displays would not therefore be in the direct sightline of drivers approaching, waiting at or traversing the junction from either the A6140 dual carriageway or Audenshaw Road. For similar reasons the proposed screen would not distract drivers approaching the pedestrian crossing next to the building.
7. The proposed advertisements would therefore not have a detrimental effect on public safety, and the proposal would not consequently be contrary to paragraph 141 of the Framework.

Conditions

8. The Council have not suggested any conditions in addition to the standard ones set out in the Regulations. The Council's Environmental Services advice recommended a condition restricting the hours of construction and installation of the advertisements, in order to protect the living conditions of nearby residents. However, given the nature and limited scale of the proposal, the distance to the nearby residential properties and the presence of the busy road junction, I am not convinced that such harm would occur to an unacceptable level. A condition restricting hours would therefore not be reasonable or necessary in this case.

Conclusion and Recommendation

9. For the reasons given above, I recommend that the appeal should be allowed, and express consent granted subject to the standard conditions set out in the Regulations.

Darren Ellis

APPEAL PLANNING OFFICER

Inspector's Decision

10. I have considered all the submitted evidence and my representative's report and on that basis I allow the appeal subject to the standard conditions set out in the Regulations.

John Morrison

INSPECTOR