



Appeal Decision

Site visit made on 29 May 2025

by Alison Scott (BA Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 03 June 2025

Appeal Ref: APP/N4720/Z/25/3362243

79 Bradford Road, Stanningley, Pudsey LS28 6AT

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Project Digital UK against the decision of Leeds City Council.
 - The application Ref is 24/06649/ADV.
 - The advertisement proposed is Digital advertising hoarding display.
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Decision

1. The appeal is allowed and express consent is granted for a Digital advertising hoarding display at 79 Bradford Road, Stanningley, Pudsey LS28 6AT in accordance with the terms of the application ref 24/06649ADV. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following conditions:
 - 1) The illumination of the advertisement hereby permitted shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light' and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements and shall automatically adjust to 300cd/m² and 150cd/m² depending on the level of light in the environment.
 - 2) The illumination of the advertisement hereby approved shall not be intermittent and there shall be no changing light patterns. The digital display screen shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements). The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
 - 3) The interval between each piece of content on the digital display screen shall take place over a period no greater than one second; the complete screen change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of malfunction.

Procedural Matters

2. I note the appellant's original description differs from that within the banner heading. The Council's decision notice includes this description and removes superfluous wording. I have therefore used this description within my decision.
3. I also note the illumination levels has been reduced to 300cd/m² and 150cd/m² depending on the level of light in the environment.

Main Issues

4. The main issues of the proposal are the effect upon the setting of the Grade II Former Congregational Chapel and on the wider amenity.

Reasons

5. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require decisions to be made only in the interests of amenity and public safety. Factors relevant to amenity are stated by the Regulations to include the general characteristics of the locality, including features of historic or architectural interest.
6. A double sided paste advert is located as a standalone sign positioned perpendicular to Bradford Road. This would be replaced by a digital advert and from my assessment of the submission, would be double sided. The local area is a mix of both commercial activities to the southern side of Bradford Road, and in the main, residential in character on the opposite side.
7. The council raises no issues with regards to public safety. I have given due regard to objections received from local residents on this matter. I have no reason to come to an alternative view that public safety would be prejudiced.

Effect upon amenity - special interest of heritage assets

8. The Grade II listed Congregational Chapel is located within the setting of the advert and is in commercial use. The special interest of the listed building is derived from its Gothic Revival mid 19th Century characteristics. Built from hammer dressed sandstone and green slate over with a steeply gabled entrance front and central shallow gabled porch with lancet windows above, it is of interest in its architectural composition.
9. A wide road separates the appeal site from the listed building. The listed building is set back from the road within its own undeveloped grounds that allow its setting to be appreciated. Opposite the site there are a plethora of commercial signage to advertise the local businesses and are experienced collectively, including the existing sign. These are all experienced within the setting of the heritage asset.
10. The proposed sign would be of an internally illuminated and digital nature with scrolling adverts and the new digital technology would be a change to the character of the local area.
11. Whilst the proposed advert and the listed building would be viewed in context to one another, they are slightly off-set from one another. There is a reasonable separation distance between the listed building and the proposed advert which would be positioned on the opposite side of the road and their orientation would be perpendicular to one another. The location of the advert would be within a backdrop

of a commercial environment where signage is also prevalent, even if not of a digital nature, and where illumination is limited.

12. These things considered, I am also aware that there is an existing poor-quality sign in place and the removal of the advert would be a general improvement to the local area and its replacement would be of an improved quality of outdoor advertising. Even though it would be of a large digital format it would be absorbed into its commercial background. Whilst it would be seen within the setting of the listed building, I am of the view that it would not materially detract from how the heritage asset is experienced. It would therefore have a neutral effect on how the setting of the listed building would be experienced. On this basis, therefore the assets' special interest would be preserved.

Effect upon amenity - other

13. There are traditional back-to-back houses located opposite the appeal site. One gable end of West Grove Street with a series of windows currently overlooks the existing sign.
14. I understand that the outlook from these gable end windows would change as the sign would be a modern and digital one with sequentially changing content. This outlook however needs to be considered in the round as it would not be directly onto either side of the advert given its orientation. There would be some separation distance between the two which would also lessen its impact.
15. I note the objections received to the proposed advert concerning light pollution. However, the use of appropriate planning conditions would protect their amenity from any adverse effects.
16. There would be some change to the wider amenity of the local area as the advert would be digital. However, the degree of change in this context would not lead to a detrimental effect upon the amenity of the local area.
17. Therefore, bringing all these things together, the proposal would accord with policy BD8 and BD9 of the Leeds Unitary Development Plan as they specifically seek to secure sensitively designed advertisements, and policy P10 of the Leeds Core Strategy and policy GP5 of the Leeds Unitary Development Plan only in so far as they relate to protecting amenity. It would also comply with the Adverts Design Guide SPD and its design principles.

Conditions

18. The Council suggest no additional planning conditions apart from the five standard conditions as set out in Schedule 2 of the 2007 Regulations. In light of the National Planning Policy Framework refers to the 'six tests' when imposing planning conditions. As the advert would consist of an internally illuminated and digital screen, it is therefore necessary to ensure its illumination is appropriately conditioned, and display screen scrolling is controlled, in the interest of amenity and public safety.

Conclusion

19. To conclude, the proposal complies with the development plan when taken as a whole. The appeal is therefore allowed.

Alison Scott

INSPECTOR