



Appeal Decision

Site visit made on 9 May 2025

by **Martin H Seddon BSc MPhil DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 04 June 2025

Appeal Ref: APP/Q4245/Z/25/3363521

155 Stockport Road, Altrincham WA15 7LT

- 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 Wildstone Estates Limited against the decision of Trafford Council.
 - The application Ref is 115277/ADV/24.
 - The advertisement proposed is erection of a small format advertising display.
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Decision

1. The appeal is allowed and express consent is granted for the display of a small format advertising display at 155 Stockport Road, Altrincham WA15 7LT in accordance with the terms of the application, Ref 115277/ADV/24, dated 20 December 2024. 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 additional conditions:-
 - 1) There shall be no moving images, animation, video, or full motion images displayed.
 - 2) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).
 - 3) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values of 5000 cd/m² set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).
 - 4) The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages/advertisements being displayed.
 - 5) The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to

include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement display is not in use.

Main Issue

2. The Control of Advertisement Regulations require that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Amenity includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.
3. The main issue in this appeal is the effect of the proposal on amenity having regard to the character and appearance of the area. The Highway Authority has raised no objection to the proposal in terms of public safety, subject to conditions.

Reasons

4. The petrol filling station is located at the junction of the A560 Stockport Road and Moss Lane. It is opposite an area of open land used as sports fields and has a row of detached dwellings next to it alongside the A560. In the vicinity there are street lamps and a large, green, road traffic direction sign.
5. The appeal site includes a small Londis convenience store with its own green signboarding. The petrol station has a tall totem sign with illuminated fuel prices. The canopy over the fuel pumps has a bright yellow and red edging to its roof.
6. The proposed advertising display would be around 2.4 m in height, 1.23 m in width and 220 mm deep. It would be sited within, and close to the access/egress to the filling station near the boundary fence with the dwelling at 153 Stockport Road. The digital LED display would have a brightness of 300 cd/m² from dusk to dawn and up to 5,000 cd/m² at all other times, dependent upon the time of day and ambient conditions, in accordance with the Institute for Lighting Professionals Guide PLG 05. Images would be static and sequenced every 10 seconds.
7. The Highway Authority has requested that a system be provided within the advertising signs which considers changing sunrise and sunset times across the year to ensure that maximum sign luminance would be limited. The appellant indicates that the display would be controlled by light sensors to vary the brightness of the screens according to the brightness of the day. It would be controlled in line with best practice guidance to ensure that there would be minimal impact on the visual amenity during the daytime. At night, night-time illumination settings would ensure that the level of illumination is appropriate to the local area and is equivalent to a traditional externally illuminated advert, with a more even light spread. In accordance with the categorisations set out in PLG 05, the appeal site falls within Environmental Zone 4 (EZ4) and, as such, the maximum night time luminance of the display would be set at 300 cd/m².
8. The appellant has indicated that the proposed display would allow for the removal of a free standing advertisement for an off licence and a coffee advertising item. Both of these advertisements had been removed at the time of my site inspection, reducing the degree of clutter. The display would face towards the Moss Lane junction and would have no impact on the outlook from the adjacent dwelling or its

garden. In view of its siting near to the road and proposed illumination it would appear prominent for pedestrians, and vehicle drivers approaching from an easterly direction on the A560.

9. However, in view of the context set by the surrounding area, and lack of any direct significant impact on the outlook from neighbouring residential properties, I consider that the proposed display would not harm amenity, having regard to the character and appearance of the area.
10. The Council has referred to the Places For Everyone Joint Development Plan Document policy JP-P1: Sustainable Places and PG14: Planning Guidance for Advertisements in its reasons for refusal. Although I have taken the development plan policies and guidance into account as material considerations, they have not been a decisive factor in my determination of the appeal.

Other Matters

11. The appellant has referred to several other applications for similar proposals where consent has been granted. However, the site circumstances in each case would have been different to those at the appeal site.

Conditions

12. In addition to the five standard conditions specified in the Regulations I have added conditions to control luminance in line with the guidance set out in PLG 05. Conditions also control the display type, timing, and sequencing of images in the interest of amenity.

Conclusion

13. For the reasons given above, I conclude that the proposed small format advertising display should be allowed, subject to conditions.

Martin H Seddon

INSPECTOR