

Appeal Decision

Site visit made on 11 November 2025

by **N McGurk BSc (Hons) MCD MBA MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 21 November 2025

Appeal Ref: APP/J4423/Z/25/3374487
465 Glossop Road, Sheffield, S10 2QE

- 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 Nine Lives Pub Co against the decision of Sheffield City Council.
 - The application Ref is 25/02343/ADV.
 - The advertisement proposed is a single bespoke neon sign displaying the word 'Cats' in a stylised script font. The sign will be illuminated in warm white light and will be static (non-flashing/non-illuminated).
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Decision

1. The appeal is dismissed.

Procedural Matters

2. The description of the proposed advertisement is taken from the application form, which goes on to provide further detailed information relating to the proposal. The description provided on the decision notice refers to the proposal as "1 x internally illuminated sign."
3. The appellant states that the Council's shifting grounds for refusal, factually incorrect statements, and refusal to meet with the applicant demonstrate significant procedural failings. These are matters between the appellant and the Council.

Main Issue

4. The main issue in this case is the effect of the proposed advertisement on visual amenity, with particular regard to the Broomhill Conservation Area.

Reasons

5. The appeal property comprises a two storey end-terraced brick-built building. The property has a commercial use to the ground floor and residential use at first floor and roof level.
 6. The appeal property is located in a prominent position at the corner of Glossop Road and Ashdell Road. Other than a tall office building across from the appeal property, Ashdell Road is largely characterised by the presence of two storey terraced dwellings set back from the pavement behind low walls and short garden frontages.
 7. Glossop Road is mixed use in character, largely comprising traditional two and three storey terraced buildings with commercial uses to the ground floor and residential
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uses above. Whilst most buildings appear to date from the 19th Century, there are occasional more modern buildings and extensions, including single storey commercial buildings.

8. The appeal property is situated within the Broomhill Conservation Area, which is characterised by the presence of 19th Century terraced dwellings, villas and commercial buildings, demonstrating traditional architectural features, with a number of streets laid out in plan form, set within gardens and greenery and bordered by attractive stone walls.
9. During my site visit, I observed there to be a strong sense of heritage within which the appeal property is located. The Broomhill Tavern, on the opposite side of Glossop Road to the appeal property has a traditional 19th Century appearance and both the terraced row within which the appeal property is located and the terraced row to the opposite/to the east present notable historical features including bay windows, sash windows, stone detailing and numerous attractive shop fronts.
10. In the latter regard, I also noted during my site visit that there is a general absence of internally illuminated shop signs along either of these terraces. Rather, the illumination that does exist along these rows tends to comprise simple swan neck external illumination and as a consequence of this and the generally attractive shop fronts, the two terraced rows make a significant positive contribution to the Broomhill Conservation Area.
11. Whilst no signage is proposed to the corner or Ashdell Road elevation of the appeal property, a neon sign is proposed above the ground floor window facing Glossop Road. As such, the proposed advertisement would be internally illuminated.
12. I find that the proposed neon sign would appear in stark contrast to the less strident unlit or externally lit signs characteristic of this part of the Broomhill Conservation Area. As such, the proposal would draw attention to itself as an incongruous feature, uncharacteristic of its surroundings.
13. As a consequence of the above, the proposed advertisement would appear visually intrusive and would detract from the character and appearance of the Broomhill Conservation Area.
14. The National Planning Policy Framework (the Framework) emphasises the importance of safeguarding the nation's heritage assets. In reaching my decision below, I am mindful that the advertisement would fail to preserve the character and appearance of the Broomhill Conservation Area.
15. Taking all of the above into account, I find that the proposal would be detrimental to visual amenity, contrary to the National Planning Policy Framework and to saved Policy BE13 of the Sheffield Unitary Development Plan (1998), which together amongst other things, seek to protect local character.

Other Matters

16. In support of this appeal, the appellant draws my attention to other advertisements in the surrounding area. None of these other advertisements are within the immediate setting of the appeal property. As described above, the area around the appeal property is distinguished in part by the absence of internally lit advertisements. Further, there is nothing before me to demonstrate that the circumstances relating to each of the examples provided are so similar to those

relating to the proposal the subject of this appeal as to provide for direct comparison.

17. Notwithstanding the above, I have found that the proposal would be detrimental to visual amenity, and this is not something that is changed by the existence of other advertisements elsewhere.

18. The appellant also draws attention to evidence of there being historic neon signage within Broomhill Conservation Area. However, as above, I have found that the proposed advertisement would be detrimental to visual amenity. There is nothing before me that leads me to find that the previous existence of neon signage elsewhere in the Broomhill Conservation Area is something that would lessen or mitigate this detriment to visual amenity.

Conclusion

19. For the reasons given above, the appeal does not succeed.

N McGurk

INSPECTOR