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## Appeal Decision

Site visit made on 28 October 2025

by **C Evans MTCP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 04 December 2025

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**Appeal Ref: APP/Q4245/Z/25/3373741**

**Land Adj. Sub Station, Wharfside Way, Trafford M17 1WS**

- 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 Metropolitan Borough Council.
  - The application Ref is 116643/ADV/25.
  - The development proposed is a D48 digital display.
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### Decision

1. The appeal is dismissed.

### Main Issue

2. The main issue is the effect of the proposal on the visual amenity of the area, including whether it would harm the character and appearance of Glovers Cables Warehouse, a non-designated heritage asset (NDHA).

### Reasons

3. The character of this stretch of Wharfside Way is predominantly industrial in nature, with Old Trafford Stadium and associated car parking nearby. I noted a small amount of signage in the locality, including business signs and illuminated displays at a bus stop.
4. The appeal site itself is located hard up against a brick boundary wall with a small grass verge separating it from the pavement. The site is currently occupied by a 48 sheet (D48) paper hoarding adjacent to an electric substation and the Glovers Cables Warehouse NDHA. During my site visit, I observed that the existing advertisement was clearly visible from various points along Wharfside Way.
5. The Glovers Cables Warehouse NDHA has a degree of significance meriting consideration in planning decisions, owing to its heritage interest. It is one of the oldest surviving buildings in Trafford Park, which is one of the world's first industrial estates. The Draft List of Local Heritage Assets for Trafford Park (October 2025) states that the heritage asset has historic, architectural and local interest, with rarity and group value. It has a commanding presence in the area and street scene, due to its siting on the back edge of the pavement and tall brick elevations unrelieved by glazing.
6. The setting of the NDHA contributes to its character and is part of its context. The location of the appeal site in such close proximity, clearly visible from the road,

particularly when approaching from the west, means it forms part of the setting of Glovers Cables Warehouse.

7. The proposed digital display would be 3m high by 6m wide, with a depth of 0.061m and would replace an existing paper hoarding of a similar size. The proposal would be positioned around 0.35m higher than the current hoarding, at 2m above ground level.
8. At the time of my site visit, the existing paper hoarding had no lighting. The proposed digital display would be illuminated, and whilst this could be controlled via a condition, it would be more visually prominent and intrusive compared to the unlit sign that is currently in place.
9. The proposal would be positioned with very limited setback from the pavement. In combination with the additional height above ground, it would be more discordant for pedestrians and road users and would appear incongruous in the street scene.
10. I acknowledge that the existing hoarding has some impact on the setting of the NDHA. However, compared to the lower height of the unlit sign that is currently in place, the elevated siting and illumination of the proposal is more dominant and visually jarring. As a result, there is additional unacceptable harm to the NDHA and its setting, which cannot be mitigated for through the use of conditions.
11. The appellant has drawn my attention to the location of other digital advertisement displays in relation to designated heritage assets. However, other than for basic details, such as the address, a photograph of the display and a location plan, few other particulars have been provided. The decision makers in these cases would have determined each on the basis of their merits, having regard to the context of the site. I have taken the same approach for this appeal. The fact that consent was granted for these adverts has therefore, not altered my findings in relation to the main issue.
12. I have taken the development plan policies brought to my attention by the Council into account. These have not been decisive in my determination of this appeal, as the powers under the Regulations to control advertisements can only be exercised in the interests of amenity and public safety. These are policies JP-P1 and JP-P2 of Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022-39 (Development Plan) and R1 of Trafford Local Plan: Core Strategy Development Plan Document (2012). They collectively seek to conserve, sustain and enhance the historic environment and are material in this case. The proposal conflicts with these policies, as it would harm the character and appearance of the Glovers Cables Warehouse NDHA.
13. The appellant highlights that the proposal enables the site to adapt to the changing needs of technology and makes efficient use of space. Whilst this complies with policy JP-P2 of the Development Plan, the benefits identified are not sufficient to overcome the harm identified above. In addition, the Regulations mean that I must consider the proposal in terms of amenity and public safety only.
14. For the reasons highlighted above, I conclude that the proposed digital display would be detrimental to the visual amenity of the area and would harm the character and appearance of the NDHA.

**Conclusion**

15. For the reasons given above the appeal should be dismissed.

*C Evans*

INSPECTOR