The Planning Inspectorate

Appeal Decision

Site Visit made on 26 April 2021 by Hilary Senior BA (Hons) MCD MRTPI

Decision by R C Kirby BA(Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 May 2021

Appeal Ref: APP/B4215/Z/20/3264960
Land Adjacent to 1076 and 1082 Stockport Road, Manchester, M19 2SU

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Wildstone Group Limited against the decision of Manchester City Council.
- The application Ref 128178/AOH/2020, dated 18 September 2020, was refused by notice dated 25 November 2020.
- The advertisement proposed is described as removal of 2no existing advertisement boards and upgrade of 1no. 48 sheet advertisement board with "D-Poster" which will display digital and illuminated advertisements.

Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matter

3. The Council has drawn my attention to Development Plan policies it considers relevant to this appeal and I have taken them into account where relevant. However, powers under the Regulations[1] to control advertisements may be exercised only in the interest of amenity and public safety, taking account of any material factors. The National Planning Policy Framework and the Planning Practice Guidance reiterates this approach.

Main Issue

4. The main issue is the effect of the advertisement on the visual amenity of the area.

Reasons for the Recommendation

5. The appeal site is a grassed area off Stockport Road within the Levenshulme District Centre which is characterised with a mix of commercial and residential uses. The area is not designated as a conservation area and my attention has not been drawn to other heritage assets in the locality.

6. The existing advertisements on the site comprise one large and two smaller hoardings. The proposal would replace one of the two smaller hoardings with a digital poster and remove both the larger and other smaller hoarding. Whilst

[1] The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

parts of Stockport Road have a concentration of advertisements, there are limited advertisements close to the appeal site, largely in the form of fascia signs and free-standing signs on retail and commercial premises. Digital advertising as proposed is not a characteristic of the area.

7. It is recognised that the reduction in the number of the hoardings would be a benefit of the scheme, reducing the visual clutter in this location. However, as a result of its illumination, images on the proposed advertisement would be brighter and sharper than those on the existing advertisements. The intermittent changing of the illuminated display would significantly attract attention, accentuating its visual prominence in the street scene, where it would introduce an incongruous form of advertisement.

8. Accordingly, any benefit gained from the reduction in the number of advertisements on the site would be negated by the change in the appearance of the advertisement. The control of the level of illumination as suggested by the appellant would not provide mitigation for the harm identified.

9. The appellant suggests that the proposal would result in benefits through the reduction of the amount of waste generated from replacing the existing paper and paste style advertising, opportunities to advertise charitable campaigns and public art. However, these are all matters outside the scope of the Regulations and have not been determinative in this case.

10. Given my findings I conclude that the proposed advertisement would result in unacceptable harm to the visual amenity of the area. In that respect the proposal is contrary to saved Policy DC15 of the Unitary Development Plan for the City of Manchester and Policies DM1 and EN1 of the Manchester Core Strategy, which although not decisive, seek in various ways to ensure that development does not harm the character of the area.

Conclusion and Recommendation

11. For the reasons given above, and having regard to all matters raised, I recommend that the appeal should be dismissed.

Hilary Senior

APPEAL PLANNING OFFICER

Inspector's Decision

12. I have considered all the submitted evidence and the Appeal Planning Officer's report and, on that basis, I agree that the appeal should be dismissed.

R C Kirby

INSPECTOR