



Appeal Decision

Site visit made on 9 March 2023

by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 20 March 2023

Appeal Ref: APP/R4408/Z/23/3316320

Wynsors World of Shoes, 90 Doncaster Road, Barnsley S70 1TW

- 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 Alight Media against the decision of Barnsley Metropolitan Borough Council.
 - The application Ref 2022/1273, dated 8 December 2022, was refused by notice dated 3 February 2023.
 - The advertisement proposed is described as 'freestanding illuminated digital poster advertising unit measuring 6.2 x 3.2 (standard 48 sheet size) for the display of static poster designs.'
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Decision

1. The appeal is dismissed.

Procedural Matter

2. As the appeal has been made under the aforementioned regulations, I have had regard to the relevant policies of the development plan insofar as they are material considerations only.

Main Issue

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

Reasons

4. The area is a mix of commercial and residential uses. The side of the road hosting the appeal site being distinctly the former. The latter opposite which adds verdancy to what is also a pleasant feeling of spaciousness. Owing to the mixed nature of the immediate area, signage is generally small in its scale and on and around buildings, advertising their name and services. This gives rise to an otherwise uncluttered environment where signage is generally recessive. There are limited examples of illumination on buildings. There are lampstands either side of the street.
5. The appeal proposals would be significant in their overall size and location, due to their nature, in a visually prominent location in the car park to the shoe store. This size and siting would reduce the spaciousness of the street scene and add a strident and alien feature which would jar with the lesser scale of such development elsewhere. Whilst not flashing, the fact that the advertisement would change regularly and be internally lit would emphasise and, with the above in mind, exacerbate its adverse effect on the visual amenity of the locality.

6. This would be contrary to the aims of Policy D1 of the Barnsley Local Plan (2019) and the principles of the Council's Advertisements Supplementary Planning Document (2019) which require, amongst other things, new development to be of a high quality and reinforce local character.
7. I am mindful of what the proposals would advertise and what benefit that could mean for the services and offer of the locality. However, and putting aside how far advertisement controls under the above regulations seek to control the content of an advert, I remain to be convinced that such benefits would be sufficient to outweigh the harm the size, type and nature of the installation would cause.

Conclusion

8. For the reasons set out above, the appeal should be dismissed.

John Morrison

INSPECTOR