



Appeal Decision

Site visit made on 15 January 2024

by A.Graham BA(hons) MAued IHBC

an Inspector appointed by the Secretary of State

Decision date: 14.02.2024

Appeal Ref: APP/R4408/Z/23/3331190

119 High Street, Wombwell, Barnsley S73 8HS

- 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 Estates Limited against the decision of Barnsley Metropolitan Borough Council.
 - The application Ref 2023/0737, dated 2 July 2023, was refused by notice dated 29 September 2023.
 - The application is for erection of internally illuminated advert measuring 3m x 6m.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. Since the determination of this application a revised National Planning Policy Framework (The Framework) was published in December 2023. I have therefore determined this appeal in accordance with the revised provisions within the Framework.
3. The description of development has changed from that contained upon the Appellant's original application form and that used by the Council. This description was also changed in Part E of the Appeal form. Nevertheless, I have determined to use the description as used by the Council as I consider this more concisely describes the development as is proposed.

Main Issues

4. The main issue is the impact of the proposal upon the visual amenity of the area.

Reasons

5. The proposal before me seeks permission for an internally illuminated advertisement to be placed upon the end elevation of a commercial property within the edge of the local district centre of Wombwell. The proposed hoarding would be around 3 metres in height and 6 metres in length and would be affixed near to the front edge of the property around 2 metres higher than the existing ground level.
6. The appeal property is currently absent of any such advertisement hoarding and instead, I saw on my site visit, that it is painted a dark, near black colour,

with a non illuminated sign advertising the existing use of the property as a hairdresser. I have evidence before me that similarly sized paper and paste adverts were once located here but not since around 2011. As such, although giving this prior state some limited weight the amount of time that has elapsed since this hoarding was present significantly limits any weight that I can give to this appeal.

7. The end elevation of the building in question is very visible as one enters the district centre, not least due to its dark render. On approach the character is one of a mainly Victorian residential, community and commercial uses with some relatively fine buildings noticeable in the vicinity. This character largely continues into the centre of Wombwell itself with the exception of the modernist shopping parade nearly opposite the appeal site that is wholly of its time.
8. As such, I consider that the impression left by this site is one of a kind of gateway into the centre of Wombwell along High Street here within a truly mixed area of both residential and, crucially, small scale commercial uses. This is reinforced by the area of undeveloped land to the side of the site, the lower scale of the shopping parade opposite and the presence of Cemetery Road turning off prior to the appeal building.
9. In assessing this appeal I was at pains to notice any other such large scale advertisements nearby. Instead, for the most part, signage is more small scale, subtle and related to the plethora of independent shops and businesses nearby. As such this proposal would appear likely to introduce something that is much larger in scale and prominence than any other such advert within the area in recent years.
10. In considering the impact of this, I consider that the dominance, illumination and size and scale of the proposed advert would cause some noticeable harm to the character and appearance of this part of the townscape and would tend to dominate the more human scale commercial uses that tend to predominate here.
11. Despite the presence of an older paper and paste hoarding to this elevation therefore, I consider that the changing display, illumination (albeit low) and the absence of such other hoardings in this area would make this proposal all the more harmful and prominent within this location and in relation to its neighbours.
12. As such I consider that there would be a sufficiently harmful impact through the installation of this advertisement hoarding upon the visual amenity of the area to bring this scheme into conflict with Policy D1 of the Barnsley Local Plan and the guidance contained within the Council's Supplementary Planning Document for Advertisements¹, both of which seek to encourage high quality design that is responsive to context and that reinforces the distinctive character of an area.

Conditions

13. The Appellant has brought to my attention other such display boards in similar locations, some of which are local and one of which has been supported by an

¹ Barnsley Local plan Supplementary Planning Document Advertisements Adopted May 2019.

appeal decision by another Inspector some distance away in Bingley², Bradford. However, although there are seeming similarities in the photos supplied of the general 19th century character of the areas in question, none of these decisions or examples specifically relate to this site, nor are any directly comparable to it as far as I can tell with regards their location within a gateway area. Moreover, I have no evidence before me to enable a direct comparison between these schemes and as such I can only give these other examples limited weight.

14. In terms of the potential public benefits of such a hoarding I note the Appellant's advocacy of the benefits of digital advertising but I do not consider that these benefits are sufficient enough to outweigh the harm that I have identified above.

Conclusion

15. For the reasons above, taking into account the particular criteria of this proposal, I dismiss the appeal.

A Graham

INSPECTOR

² An appeal is cited in Bingley, Bradford at 7 Poplar Terrace ref number APP/W4705/Z/20/3263582.