



Appeal Decision

Site visit made on 12 June 2018

by R Norman BA (Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27th June 2018

Appeal Ref: APP/F4410/Z/18/3196888

Unit 5B Danum Retail Park, Newcomen Road, Off York Road, Doncaster DN5 8LZ

- 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 Miss Faye Rowbottom, Scanlite Visual Communications Ltd. against the decision of Doncaster Metropolitan Borough Council.
 - The application Ref 17/02781/ADV, dated 8 November 2017, was refused by notice dated 3 January 2018.
 - The advertisement proposed is a digital electronic display fascia sign.
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Decision

1. The appeal is allowed and express consent is granted for the display of the digital electronic display fascia sign as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition:-
 - 1) The advertisement hereby approved shall operate at an illumination level no greater than 800Cdm² during daylight hours and no greater than 200Cdm² during twilight hours and shall be non-intermittent at all times.

Main Issue

2. The main issue is the effect of the proposed advertisement on highway safety.

Reasons

3. The appeal site is located within a large retail park and comprises an end unit. The unit was vacant at the time of my visit with works being carried out to facilitate its occupation. The proposal would install a banner digital fascia sign underneath the main shop sign, which would be located across the top of the doors and windows of the unit and would display moving images.
4. The existing retail park is located alongside the A638, York Road, and comprises a large number of units, all with varieties of signage present, many of them illuminated. In addition there are also totem signs present. Whilst the majority of the existing signs have some degree of illumination these are largely static.
5. The unit is reasonably prominent within the wider retail park as a result of its location on the end of a block and its front elevation set forward of the adjoining unit. Nevertheless, the Appellant has demonstrated that the unit is set back over 75 metres from the highway.

6. York Road is a busy dual carriageway which runs along the entire frontage of the retail park. The wider area is characterised by a mix of signs, including those at the nearby Morrison's supermarket opposite. The Appellant has advised that the advertisements are designed to have 180 degree viewing angles rather than directional LEDs. Furthermore, the proposed sign would be set beneath the large main fascia sign and would therefore not be viewed in isolation on the building.
7. I have had regard to the location of the proposed sign, its overall size, the location of the unit in relation to the dual carriageway and the level of illuminated signage in the immediate area. In combination, these factors would ensure that the signage would not be so prominent or noticeable to cause a harmful distraction to drivers on York Road.
8. Accordingly, given the above reasons the proposed sign would not result in undue harm to the users of the nearby highway network or result in highway safety issues. The proposal therefore complies with Policy ENV58 of the Doncaster Unitary Development Plan (1998) which seeks to ensure that proposed advertisements do not detract from public safety, and paragraph 67 of the National Planning Policy Framework.

Conditions

9. In addition to the standard five conditions, the Appellant has suggested a condition restricting the illuminance of the sign during daytime and night time hours. The daytime illumination level of 800Cdm² is noted on the application form, however the night time level of 200Cdm² is not included therefore I consider this non-standard condition to be necessary.

Conclusion

10. For the reasons given above I conclude that the display of the digital electronic display fascia sign would not be detrimental to the interests of public safety.

R Norman

INSPECTOR