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## Appeal Decision

Site visit made on 4 February 2019

**by S R G Baird BA (Hons) MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 11<sup>th</sup> February 2019

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**Appeal Ref: APP/G4240/H/18/3206420**

**Units 23 & 24, Crown Point North Shopping Park, Worthinton Way, Denton, Tameside M34 3JP**

- 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 Sportsdirect.com Retail Limited against the decision of Tameside Metropolitan Borough Council.
  - The application Ref 18/00346/ADV, dated 11 April 2018, was refused by notice dated 6 June 2018.
  - The advertisement proposed is Sign 3: Sports Direct 3D Linear Sign (100mm deep), proposed built-up aluminium 3D letters with opal acrylic faces and white aluminium returns (mounted to existing louvres); LED static illumination 800CD/M2; "Sports" and ".Com" – Blue RAL 5002 "Direct" – Red RAL 3020Y (Sign Size 13840x2150mm / Text Height 860mm and 585mm).
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### Decision

1. The appeal is allowed, and express consent is granted for the display of Sign 3: Sports Direct 3D Linear Sign (100mm deep), proposed built-up aluminium 3D letters with opal acrylic faces and white aluminium returns (mounted to existing louvres); LED static illumination 800CD/M2; "Sports" and ".Com" – Blue RAL 5002 "Direct" – Red RAL 3020Y (Sign Size 13840x2150mm / Text Height 860mm and 585mm as applied for and shown on Drawing No. CPS16-153 015 D. The consent is for 5 years from the date of this decision and is subject to the 5 standard conditions set out in the Regulations.

### Main Issue

2. The effect on amenity.

### Reasons

3. Located at the top of an elevated colonnade that sits proud of the store, Sign 3 would replace the corporate logo of the retail park and a SportsDirect.com sign. On the approach from the south, the combined width of Ashton Road (4 lanes) and the crossing of the M67 creates a significant degree of openness. In this context, although the proposed sign would span almost the full width of the colonnade it would not appear obtrusive or dominant in the street scene. The sign would not unacceptably affect the amenity of the area and the appeal is allowed.

*George Baird*

Inspector