

Appeal Decision

Site visit made on 24 January 2017

by Andrew McGlone BSc MCD MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 15 February 2017

Appeal Ref: APP/D2320/Z/16/3159794

**New Park Hall Farm, Back Lane, Charnock Richard, Chorley, Lancashire
PR7 5JY**

- 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 Mr John Barlow of Barlow Trailers Ltd against the decision of Chorley Borough Council.
 - The application Ref 16/00334/ADV, dated 7 April 2016, was refused by notice dated 19 August 2016.
 - The advertisement proposed is a Barlow Trailers Ltd advertising hoarding/trailer.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. Upon my request, the Council has confirmed that their decision was reached based on the appellant's amended plan. I have therefore arrived at my decision based on the same amended plan.

Main Issue

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

Reasons

4. The appeal site is part of an agricultural field associated with New Park Hall Farm which is to the north of the Charnock Richard motorway service area. The site lies adjacent to the north bound carriageway of the M6 motorway. A public right of way extends over a bridge which crosses the motorway to the north of the site. This public right of way links up to a wider public right of way network on the eastern and western sides of the motorway.
 5. An open rural landscape with sporadic buildings visually characterises either side of the motorway near to the appeal site. This attractive landscape is predominantly advertisement free, except for road signs situated either side of the motorway carriageway itself. These are considerably smaller than the proposal and in connection with the functional use of the motorway.
 6. The proposal would largely be viewed by motorists using the north bound carriageway. However due to its design, position and scale it would also be a prominent alien feature that would be out of keeping with the character of the
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surrounding countryside which would be very apparent to anyone using the public rights of way to the north and east of the site. Even though the proposal itself would not be situated on a public right of way, when observed from the east in particular, there would be clear views across the open landscape towards the site prior to entering the nearby wood. The advertisement would be in a very prominent position in an open field. This would be a stark contrast to the attractive rural landscape when passing northwards on the motorway and to users of the public right of way network.

7. I have also taken into account paragraph 67 of the National Planning Policy Framework (the Framework) which explains that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. For the reasons given above, I conclude that the proposed development would have a detrimental effect on the visual amenity of the area and as such, the proposal conflicts with paragraph 67 of the Framework.

Conclusion

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

Andrew McGlone

INSPECTOR