

Appeal Decision

Site visit made on 26 November 2019

by John Braithwaite BSc(Arch) BArch(Hons) RIBA MRTPI

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

Decision date: 5th December 2019

Appeal Ref: APP/V4305/G/18/3212770

Land at corner of Atherton Street and High Street, Prescott L34 5QN

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a Discontinuance Notice relating to the use of a site for the display of advertisements with deemed consent.
 - The appeal is made by J C Decaux Limited against discontinuance action by Knowsley Metropolitan Borough Council.
 - The Council reference is 18/00148/UNADV. The Discontinuance Notice is dated 10 September 2018.
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Decision

1. The appeal is dismissed. The Discontinuance Notice shall come back into effect immediately and the use of the site for the display of advertisements with deemed consent shall cease by the end of 21 days from the date of this decision.

Reasons

2. High Street is part of the A57 and the main road through Prescott. Atherton Street is a short street that extends southwards from High Street to the town centre. To the east of the junction is a triangular area with pavements around a small area of grass. The illuminated advertisement hoarding is 12 metres long and 3 metres high and is about one metre above ground level at the rear of this area.

3. The triangular area is at the edge of the main part of the town centre and within the Prescott Town Centre Conservation Area. 37 High Street and 17 Atherton Street are Grade II listed buildings. The Council has referred to the completed redevelopment of the Former Lancashire Watch Factory in the town, to the development of the Shakespeare North Playhouse close to the town centre, to the Prescott Townscape Heritage Initiative (PTHI), and to the Prescott Town Centre Masterplan Supplementary Planning Document (SPD). The PTHI is focused on improvements to the town centre, which is at the heart of the Conservation Area.

4. The main issue is whether the use of the appeal site for the display of an advertisement hoarding with deemed consent is substantially detrimental to the interests of amenity. Matters of amenity interest are the character and appearance of the Conservation Area and the setting of the listed buildings.

5. Properties on High Street and Atherton Street are in a mix of uses with many commercial and retail uses at ground level. On the opposite side of High Street to the hoarding is a long stay car park. The area around the hoarding is busy with significant vehicular and pedestrian activity. The hoarding is large and located close to High Street. It dominates this part of the road and is prominent and

obtrusive in the view southwards towards the town centre from the car park. It is not an attractive feature of the area and is detrimental to the character and appearance of the Conservation Area and to the setting of the listed buildings. The advertisement hoarding is detrimental to visual amenity.

6. All matters mentioned by the Appellant have been taken into account but they do not, either individually or collectively, alter the conclusion that the advertisement hoarding is substantially detrimental to visual amenity.

Conclusion

7. For the reasons given above the continued display of the advertisement with deemed consent would be substantially detrimental to the interests of amenity.

John Braithwaite

Inspector