
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: 6th December 2019

Appeal Ref: APP/V4305/G/18/3215530

Land at corner of Chapel Street and Warrington Road, Prescott L34 5QH

- 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 Clear Channel UK Limited against discontinuance action by Knowsley Metropolitan Borough Council.
 - The Council reference is 18/00159/UNADV. The Discontinuance Notice is dated 10 September 2018.
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Decision

1. The appeal is allowed and the Discontinuance Notice is quashed.

Reasons

2. Warrington Road is part of the A57, the main road through Prescott. Chapel Street is a one way street extending southwards from Warrington Road. To the east of the junction is a grassed triangular area. The advertisement hoardings are to the rear of this area.
3. The triangular area is outside the town centre but within the Prescott Town Centre Conservation Area. 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 advertisement hoardings 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 living conditions of residents.
5. Properties on Warrington Road and on Chapel Street are in a mix of uses with many commercial and retail uses at ground level. On the opposite side of Warrington Road is a Town Council building and 1-11 St Helens Road. Warrington Road is busy whilst pedestrian activity is light in this location away from the town centre. To the rear of the two hoardings is a flat roofed building and open ground.
6. The building to the rear is somewhat scruffy and the area of open ground is vacant. The hoardings are providing a screening function and do not impose significantly more on the street scene than the building to the rear. Given their location to the rear of the grassed area the hoardings do not obscure the frontages

of commercial properties on the west side of Chapel Street. This peripheral part of the Conservation Area doesn't have the same historic character as the central part. Consequently, the effect of the hoardings on the character and appearance of the Conservation Area as a whole is minimal. Though the hoardings may be regarded to be detrimental to the amenity of the area, the harm is not substantial.

7. The outlook for residents of 1-11 St Helens of the hoardings is oblique and from some distance away. It is unlikely, therefore, that the hoardings have any significant adverse effect on their living conditions or residential amenities.

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

Conclusion

9. For the reasons given the continued display of the advertisements with deemed consent would not be substantially detrimental to the interests of amenity.

John Braithwaite

Inspector