
Appeal Decision

Site visit made on 2 December 2019 by Hilary Senior BA (Hons) MCD MRTPI

by V Lucas LLB (Hons) MCD MRTPI

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

Decision date: 21 January 2020

Appeal Ref: APP/R0660/Z/19/3233832

No 1 Car Wash, 233 Wilmslow Road, Handforth, Wilmslow, SK9 3JZ

- 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 Glyn Lowry, No 1 Valeting Ltd against the decision of Cheshire East Council.
 - The application Ref 19/2139M, dated 10 April 2019, was refused by notice dated 24 June 2019.
 - The advertisement is 2x 48 sheet advertisement hoarding.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matter

3. The advertisement hoarding the subject of this appeal are already in situ. I have determined the appeal on this basis.

Main Issue

4. The main issue is the effect of the advertisements on the visual amenity of the area.

Reasons

5. The advertisements comprise two 48 (3x6m) sheet advertisement hoardings on the edge of the site occupied by No 1 Car Wash. The adverts displayed are unrelated to the business. There is an existing authorised hoarding in situ and one of the hoardings is attached to the rear of this, facing out of the site. The second is adjacent to this, with the advertisement facing into the site.
6. There are several elements of advertising and signage which are connected to the business on the site. The addition of the larger advertisement hoardings has increased the amount of visual clutter and due to their prominent location are seen as a dominant and overbearing feature in the street scene. Notwithstanding that there are no private dwellings close by and that the public house and hotel are set back from the edge of the highway, when viewed

together, as a result of their size, the advertisements would appear out of scale with the surroundings and dominate the view particularly when traveling north towards Heald Green along Wilmslow Road. This is harmful to the amenity of the area.

7. The Council has drawn my attention to Development Plan policies which they consider relevant to this appeal. However, powers under the Regulations¹ to control advertisements may be exercised only in the interest of amenity and public safety, taking account of any material factors. The National Planning Policy Framework and the Planning Practice Guidance reiterates this approach. I have therefore taken them into account insofar as they are relevant to those matters.
8. The Council has also referred to Policy PG 3 of the Cheshire East Local Plan Strategy, which relates to the protection of the Green Belt. However, the Regulations state that advertisements are subject to control only in the interests of amenity and public safety. Therefore, policies in the development plan and the Framework that relate to the protection of the Green Belt are not relevant to this appeal decision.
9. For the reasons set out above, the advertisements, by reason of their prominent location, height and size are seen as dominant and overbearing features within the street scene. As such the advertisements do harm the amenity of the surrounding area. In that respect the advertisements are contrary to saved policy DC51 of the Macclesfield Borough Local Plan (2004), which although not decisive, seeks to ensure that new advertisements would not materially harm the visual amenity of the immediate neighbourhood.

Conclusion and Recommendation

10. For the reasons given above and having regard to all other matters raised, I recommend that the appeal is dismissed.

Hilary Senior

APPEAL PLANNING OFFICER

Inspector's Decision

11. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis the appeal is dismissed.

V Lucas

INSPECTOR

¹ The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)