
Appeal Decision

Site visit made on 7 January 2020

by Matthew Woodward BA (Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27th January 2020

Appeal Ref: APP/V4250/Z/19/3240123
244 Manchester Road, Ince WN2 2ED

- 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 Richard Page (Insite Poster Properties Ltd) against the decision of Wigan Metropolitan Borough Council.
 - The application Ref A/19/87634/ADV, dated 31 July 2019, was refused by notice dated 26 September 2019.
 - The advertisement proposed is replacement of an existing 48-sheet advertisement display with an illuminated 48-sheet digital advertisement display.
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Decision

1. The appeal is dismissed.

Procedural Matters

2. I have taken the appellant's name from the appeal form as opposed to the application form for the sake of completeness.
3. The Council's decision notice refers to Policy CP10 of the Wigan Local Plan Core Strategy 2013 and the Wigan Advertisement Design Guide. However, the Regulations¹ make it clear that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. Consequently, although I have taken these policies into account, they have not been a decisive consideration in my determination of this appeal.

Main Issue

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

Reasons

5. The proposed illuminated display would measure approximately 6m x 3m, similar in width, height and position to an existing non-illuminated advertisement which occupies the gable wall of a terraced property. Unlike the existing advertisement, the proposal would be internally illuminated², but

¹ The Town and Country Planning (Control of Advertisement) (England) Regulations 2007

² In accordance with The Institute of Lighting Engineers: The Brightness of Illuminated Advertisements, Professional Lighting Guide 05, 2014

would not exceed 300cd/m² at any time during the night and 600cd/m² during the day.

6. The existing advertisement is a notable feature of the street due to its large size and the relative straightness of the road which offers clear views of it from a distance. Despite the Council having no record of any consent relating to the existing advertisement, they do not contest the appellant's assertion that it has been present since at least 1997 and is an established part of the street-scene.
7. Nevertheless, the row of terraced properties against which the advertisement is proposed sit within a cluster of dwellings which face Manchester Road. Despite the presence of commercial uses interspersed along the street and close to the appeal site, the proposed advertisement would lie in an area which is more residential in character.
8. On my site visit I saw that the adjacent grass land was occupied by a large totem sign and another sign. However, these signs occupied a relatively open piece of land and were appreciably separate to the nearest residential properties. Conversely, the large scale and illuminated nature of the replacement advertisement would introduce a dominant and overtly commercial feature into a residential part of the street. The illumination and regular changing images associated with the advertisement display would not be commensurate with the more understated design, scale and residential character of the existing built form. Even taking the commercial context into account, and the existing advertisement, the proposal would harm the visual amenity of the area.

Conclusion

9. For the reasons given above, the appeal is dismissed.

Matthew Woodward

INSPECTOR