
Appeal Decision

Site visit made on 9 March 2020 by Hannah Ellison BSc (Hons) MSc

Decision by Susan Ashworth BA (Hons) BPL MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27 March 2020

Appeal Ref: APP/Q4245/Z/19/3243295

385 Washway Road, Sale M33 4FJ

- 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 Simister against the decision of Trafford Borough Council.
 - The application Ref 98407/ADV/19, dated 27 August 2019, was refused by notice dated 22 October 2019.
 - The advertisement proposed is '4 no. (non-illuminated) PVC display signs each 1440 X 2000mm. Signage to be installed to side elevation of property 385 Washway Road, Sale'.
-

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 Council has drawn my attention to a policy it considers to be relevant to this appeal and I have taken it into account where relevant. 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 (the Framework) and the Planning Practice Guidance (PPG) reiterates this approach.

Main Issue

4. The effect of the advertisements on the visual amenity of the area.

Reasons

5. The appeal concerns a commercial building located at the end of a parade of shops on Washway Road and at the corner with Langdale Road. The four proposed advertisements would be positioned on the side elevation of the building fronting Langdale Road.

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

6. There are a number of advertisements along the Washway Road frontages of the adjacent commercial units and the appeal site. However, the proposed advertisements would be positioned on a prominent side elevation fronting residential properties and it is within this residential context in which they would be experienced. As such, they would be readily apparent and read as visually incongruous additions to the residential character of the street scene.
7. Taken individually, the proposed advertisements would be of a substantial scale, and collectively they would cover a significant expanse of the side elevation. Whilst they would be non-illuminated, due to their size, positioning and quantity they would be overly dominant within the public realm and would add significant visual clutter to the building and wider street scene.
8. For the reasons set out above, the proposal would result in unacceptable harm to the visual amenity of the area. In that respect the proposal is contrary to policy L7 of the Trafford Local Plan Core Strategy, adopted January 2012 which, although not decisive, seeks to ensure the design of proposals improves and enhances the character and quality of an area and the street scene.

Other Matters

9. It is stated that the proposed advertisements are required to attract new and existing customers to the business. The site is located on a busy highway and has a number of existing fascia and window advertisements which are prominent and clearly denote the business. As such the building is highly visible from the highway and I am not therefore persuaded that the additional proposed advertisements are required to attract customers. Moreover, there is no indication in the Regulations, or in the PPG, that factors other than amenity and public safety can be taken into account. Therefore, this matter carries little weight in my consideration.

Conclusion and Recommendation

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

Hannah Ellison

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.

Susan Ashworth

INSPECTOR