



Appeal Decision

Site visit made on 25 July 2022

by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 03 August 2022.

Appeal Ref: APP/Q4245/Z/22/3297416

Soapy Joes Car Wash, 163 Stretford Road, Urmston, Manchester M41 9LZ

- 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 for the display of an advertisement.
 - The appeal is made by John Duffy, Soapy Joes Car Wash against the decision of Trafford Council.
 - The application Ref 104738/ADV/21, dated 21 May 2021.
 - The advertisements proposed are 8 Advertisement Hoardings located on eastern boundary fence line and 5 Advertisement Hoardings located on western boundary fence line.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. Amended plans were provided by the Appellant during the consideration of the application, along with amended information. The amended information increased the number of advertisements to 7 internal advert hoardings and 8 sign boards of varying sizes. The appeal form decreases the number of advertisements the Appellant is seeking consent for to 7 Advertisement Hoardings. All 1800mm(w); 1200mm(h); and 5mm(d) located on eastern boundary fence line. Mixed colours as advertising local businesses. No illumination.
3. The Council declined to consider the amendments as part of the application process. For the avoidance of doubt and to ensure no party is prejudiced or caused any injustice by me proceeding with the appeal I have determined the appeal on the basis of the information submitted at the time of making the application for express consent for advertisements which are the advertisements that the Council refused.
4. The application form made clear that the scheme had been submitted retrospectively, at the time of my site visit the advertisement were not in place.

Main Issue

5. The main issue is the effect of the advertisement on the amenity of the area.

Reasons

6. The appeal site is a hand car wash within a mixed use area on the corner of Moss Vale Road and Stretford Road with residential properties close by. The advertisement the subject of this appeal are located along the eastern and western boundary fence lines of the site facing into the site itself.
7. In assessing amenity I have taking into account the advertisements on adjacent commercial units. The advertisement before me are on a prominent corner site and despite facing into the site they would be dominant in the streetscene. I observed that the advertisement would be at odds with the general characteristics of the area. The proliferation of advertisements would add visual clutter to the site and detract from the amenity of the area.
8. I conclude that the display of the 13 advertisements proposed would be detrimental to the amenity of the area.
9. I have taken into account Policy L7 of the Trafford Local Plan, Core Strategy, Development Plan Document (2012) which seeks to protect amenity and so is material in this case. Given I have concluded that the proposal would harm amenity, the proposal conflicts with this policy.
10. I find conflict with the National Planning Policy Framework (2021), and the Council's Planning Guidelines, Advertisements (1995) which seeks to protect the quality and character of places from poorly sited and designed advertisements.

Conclusion

11. The appeal is dismissed, and express consent is refused for the display of the 8 Advertisement Hoardings located on eastern boundary fence line and 5 Advertisement Hoardings located on western boundary fence line as applied for.

C Pipe

INSPECTOR