



Appeal Decision

Site visit made on 27 September 2023

by P Eggleton BSc(Hons) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11th October 2023

Appeal Ref: APP/V4250/Z/23/3327414

Wynsors World of Shoes, Platt Lane, Wigan WN1 3NH

- 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 Wynsors World of Shoes against the decision of Wigan Council.
 - The application Ref A/23/95669/ADV, dated 3 June 2023, was refused by notice dated 1 August 2023.
 - The advertisements proposed are two free standing digital advertising display units in back-to-back alignment.
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Decision

1. The appeal is dismissed.

Main Issues

2. The main issues are the effect on amenity and the effect on public safety

Reasons

3. The proposal would result in a free standing, LED unit with back-to-back digital displays. The structure would be located on the edge of the carpark of this retail property, adjacent to the junction of Platt Lane and Scholes. This is not a predominantly commercial area. It is largely dominated by housing and open space but with a number of other uses such as this retail property and other smaller commercial units, the church and the health centre opposite. Signage in the area is currently associated with the appeal site shop and the more limited adverts associated with nearby commercial properties. This large new and prominent freestanding signage would be entirely at odds with the prevailing character and would undoubtedly detract from the appearance of the area. Given its size and position, it would result in considerable harm to the visual amenity of the area.
 4. The sign would include a display that was clearly evident and dominant when using the junction. Although the junction is light controlled and traffic speeds are limited, the scale of the advertisement would result in it being a significant distraction when approaching. The changing displays, although instantaneous, would add to this level of distraction. Given the size and proximity of the display, it would dominate the views of motorists sitting at and passing through the junction. The proposal would, therefore, be likely to distract drivers at a
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point where a high level of concentration is necessary. It would therefore increase concerns with regard to road safety.

5. The proposal would conflict with policy CP10(2) of the Wigan Local Plan Core Strategy 2013 as it would dominate rather than be integrated effectively into its surroundings; and it would not help to create an attractive place. Reference is made to other Core Strategy policies but I have not found them to be directly relevant. I am unsure of the status of the council's Advertisement Design Guide but it does not add significantly to the above mentioned policy. In any event, the Regulations, the *National Planning Policy Framework* and the *Planning Practice Guidance* require that decisions are made only in the interests of amenity and public safety. The council's policies cannot therefore be decisive but I have taken the Core Strategy policy CP10 into account as a material consideration.
6. In conclusion, the proposal would materially add to public safety concerns and result in unacceptable harm to amenity. I have had regard to the commercial benefits of such signs and the other matters put forward in support of it. However, these do not outweigh my main concerns. I therefore dismiss the appeal.

Peter Eggleton

INSPECTOR