



Appeal Decision

Site visit made on 12 December 2023

by Paul Cooper MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12 January 2024

Appeal Ref: APP/P4415/Z/23/3314915

Land off Rotherham Road, Wales, Rotherham S21 2DS

- 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 Jeremy White against the decision of Rotherham Metropolitan Borough Council.
 - The application Ref RB2022/1394, dated 25 August 2022, was refused by notice dated 1 December 2022.
 - The advertisement proposed is retention of 2no lorry trailers and displayed signage.
-

Decision

1. The appeal is dismissed.

Main Issue

2. The main issue in this appeal is the effect of the development on the character and appearance of the area.

Reasons

3. The appeal site is part of an agricultural field and lies adjacent to the north bound carriageway of the M1 motorway. The two lorry trailers are already in site and are visible from the motorway.
4. A semi-open rural landscape with sporadic buildings visually characterises either side of the motorway near to the appeal site. This attractive landscape is predominantly advertisement free, except for road signs situated either side of the motorway carriageway itself. These are considerably smaller than the proposal and in connection with the functional use of the motorway.
5. The proposal would largely be viewed by motorists using the north bound carriageway and the appellant makes no secret of its purpose. However, due to its design, position, and scale it would also be a prominent alien feature that would be out of keeping with the character of the surrounding countryside which would be very apparent from the motorway, and the surrounding area. Even though the proposal itself would not be situated on a public right of way, when observed from the surrounding landscape, there would be clear views across the open landscape towards the site. The advertisement would be in a very prominent position in an open field. This would be a stark contrast to the attractive rural landscape when passing northwards on the motorway.
6. As such, I find conflict with Policy SP60 of the Rotherham Local Plan Sites and Policies (2018) which expect development, amongst other matters, to be sensitive to their visual appearance in terms of their size and siting.

7. I have also taken into account paragraph 141 of the National Planning Policy Framework (the Framework) which explains that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. For the reasons given above, I conclude that the proposed development would have a detrimental effect on the visual amenity of the area and as such, the proposal conflicts with paragraph 141 of the Framework.

Conclusion

8. The proposal does not accord with the development plan as a whole and there are no other considerations, including the Framework, that indicate I should take a different decision other than in accordance with this.
9. For the reasons outlined above, I conclude the appeal should be dismissed.

Paul Cooper

INSPECTOR