



Appeal Decision

Site visit made on 23 December 2023

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

an Inspector appointed by the Secretary of State

Decision date: 30.01.2024

Appeal Ref: APP/Q4245/Z/23/3331605

859 Chester Road, Stretford, Manchester M32 0RN

- 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 Ms Anna McAree, Build Hollywood Ltd against the decision of Trafford Metropolitan Borough Council.
 - The application Ref 111440/ADV/23, dated 18 July 2023.
 - The advertisement proposed is freestanding timber billboard (standard 48 sheet size) measuring 6 x 3 metres (non-illuminated).
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Decision

1. The appeal is dismissed.

Procedural Matter

2. At the time of my site visit, I saw that the advertisement was in situ. I also note that the application has been submitted retrospectively, I have dealt with the appeal on this basis.
3. Since the determination of the application the National Planning Policy Framework has been superseded by the National Planning Policy Framework (2023) (the Framework). However, in relation to this appeal the aims of both sets of policies are similar. No party would be prejudiced or caused any injustice by me proceeding with the appeal in light of this change in policy.

Main Issue

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

Reasons

5. The advertisement is sited to the front of a large two storey property, within an area characterised by a mix of commercial and residential properties. There are three listed structures in close proximity to the site, Gorse Hill Park Entrance Portal and Lodges, the Stretford War Memorial and The Great Stone at entrance to Gorse Hill Park, all Grade II Listed.
6. Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA Act) requires decision makers, when considering whether to grant planning permission, to have special regard to the desirability of preserving the

- listed building or its setting or any feature of special architectural or historic interest which it possesses.
7. Paragraph 205 of the Framework states that great weight should be given to the conservation of a designated heritage asset when considering the impact of a proposal on such an asset. This is irrespective of the level of harm.
 8. The nearby listed structures are set back from Chester Road, on opposite sides of the road, creating open focal points for remembrance and entrance features into Gorse Hill Park, views towards the listed structures and the openness adds to the significance of the heritage assets.
 9. The advertisement is an imposing addition to Chester Road. Approaching from the south the large advertisement is obvious in the streetscene. The advertisement and the heritage assets are viewed collectively despite the set back of the listed structures. Whilst the advertisement is screened to a degree by a boundary wall and landscaping when viewed from the north this does not mitigate the overall effect the advertisement has from other public vantage points.
 10. Any harm to the significance of a designated heritage asset should require clear and convincing justification based on Framework paragraph 208. There are no public benefits which would outweigh the harm I find to the setting of the nearby heritage assets.
 11. In assessing amenity, I have taking into account the advertisements on nearby commercial units. The advertisement before me is on a conspicuous site within the streetscene and despite the presence of other advertisements in the immediate area the disproportionately large advertisement dominates the streetscene in general.
 12. Whilst there are other advertisements in the area, I observed that the scale and prominent location of the advertisement is at odds with the general characteristics of the area. I conclude that the display of the advertisement is detrimental to the amenity of the area.
 13. I have taken into account Policies L7 and R1 of the Trafford Local Plan, Core Strategy, Development Plan Document (2012) which seeks to protect amenity and the setting of heritage assets and so are material in this case. Given I have concluded that the proposal would harm amenity, the proposal also conflicts with these policies.
 14. I find conflict with the Framework which seeks to protect heritage assets and the quality and character of places from poorly sited and designed advertisements. There is also conflict with the Councils Planning Guidelines for Advertisements (1995) which seeks to avoid signs that are obtrusive.

Conclusion

15. The appeal is dismissed, and express consent is refused for the freestanding timber billboard (standard 48 sheet size) measuring 6 x 3 metres (non-illuminated) as applied for.

C Pipe

INSPECTOR