



Appeal Decision

Site visit made on 1 October 2024

by F Rafiq BSc (Hons) MCD MRTPI

an Inspector appointed by the Secretary of State

Decision date: 15th October 2024

Appeal Ref: APP/H4315/Z/24/3338766

Corner of Gorsey Lane & Hall Lane, Bold, St Helens, Merseyside

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (Regulations) against a refusal to grant express consent.
 - The appeal is made by Mrs Julie Plant against the decision of St Helens Council.
 - The application Ref is P/2023/0659/ADC.
 - The advertisement proposed is two number banners which will be sat on top of one another detailing the company name (Happy Hounds) and social information and directional arrows.
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Decision

1. The appeal is dismissed.

Preliminary Matter

2. At the time of my visit, I was able to see that the proposed advertisement was in place. For clarity, I have determined the appeal based on the submitted details.

Main Issue

3. The Council's first reason for refusal refers to the proposal being inappropriate development in the Green Belt. The Regulations however set out that the power to control advertisements may be exercised only in the interests of public safety and amenity. As such, the main issue in this case is the effect of the proposed advertisement on the amenity of the area.

Reasons

4. The appeal proposal is situated on the corner of Gorsey Lane and Hall Lane and comprises of a number of PVC banner signs arranged in a V-shaped format. It is situated in an open countryside location that has a rural character and appearance.
5. The proposed banners are in a prominent corner location, adjacent to open areas of land which are bounded by hedges and open timber fencing. The proposed banners block views of these open areas and their PVC banner form are unsympathetic in the rural surroundings. Reference has been made to other businesses that have advertisements along Gorsey Lane. However, more immediately around the appeal proposal, there is limited signage such as street name and road safety signs.
6. For the above reasons, I conclude that the proposed advertisement is harmful to the amenity of the area. I note that the Council make reference to a

development plan policy, and to the National Planning Policy Framework. Whilst I have taken them into account as material considerations, the power to control advertisements under the Regulations may be exercised only in the interests of public safety and amenity. Consequently, in my determination of this appeal, these matters have not, themselves, been decisive.

Other Matters

7. I note the advertisement provides directional information which enables customers to find a business. The proposal also does not adversely impact visibility at this corner location and there are no highway objections. These matters do not however outweigh the harm that I have identified in relation to the main issue.

Conclusion

8. For the reasons given above, and having regard to all other matters raised, I conclude that the appeal should be dismissed.

F Rafiq

INSPECTOR