
Appeal Decision

Site visit made on 7 January 2025 by L Clark MSc MRTPI

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 4 February 2025

Appeal Ref: APP/E2001/Z/24/3355845

Unit 7, Station Hotel, Pasture Road, Goole DN14 6BP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr K Ibrahim against the decision of East Riding of Yorkshire Council.
 - The application Ref is 24/02719
 - The advertisement proposed is for a shop fascia sign.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matter and Main Issue

3. Prior to the making of this recommendation, a revised National Planning Policy Framework was published. Having reviewed the changes, I am satisfied that they do not affect the substantive matters of the appeal and that proceeding without further consultation with the main parties would not be prejudicial to their respective cases.
4. The description of development does not refer to the retrospective nature of the proposal, but it is clear from the parties' cases and my site visit that this is so. I have considered the appeal accordingly.
5. The Town and Country Planning (Control of Advertisements) Regulations 2007 sets out the relevant considerations for this type of appeal. These are amenity and public safety. The Council do not have concerns regarding public safety, and I have no reason to disagree. My recommendation therefore focuses on the effect of the advertisement on amenity with specific regard to the Goole Conservation Area (GCA).

Reasons for the Recommendation

6. The appeal site is a barber's shop set within the town centre. The prevailing character of the area is commercial with ground floor shop fronts. The ground floor unit is within the former Station Hotel which is a large attractive Victorian building that retains its original form and decorative features. The building is prominent within the town centre and contributes positively to the GCA. Signage within the

area is vibrant and varies in design however advertisements on the former Station Hotel are deliberately positioned in a recessed manner between the historic features of the building.

7. The signage interrupts the original pattern and obscures good quality traditional features of the building by being awkwardly positioned over three ornate pillars. The proportions of the signage therefore do not sit comfortably on the building but rather gives the impression of being mismatched. This is further exacerbated by the bulky nature of the sign that protrudes forward in a block but also has individual letters that project out creating an alien feature on the building within the GCA.
8. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area. This statutory duty applies in advert appeals in so far as it relates to the consideration of amenity.
9. With this and the above in mind, the proposal is therefore harmful to the visual amenity of the area. The sign is therefore contrary to the aims of Policies ENV1 and ENV3 of the East Riding Local Plan Strategy Document 2016 as far as they are material to the main issue and concerned with development being appropriate for its historic context amongst other things.

Conclusion and Recommendation

10. Owing to the harm I have found to amenity; the advertisement is not acceptable under the aforementioned regulations. I therefore recommend the appeal be dismissed.

L Clark

APPEAL PLANNING OFFICER

Inspector's Decision

11. I have considered all the submitted evidence and my representative's report and on that basis the appeal is dismissed.

John Morrison

INSPECTOR