



Appeal Decision

Site visit made on 11 February 2025

by A Veevers BA(Hons) PGDip(BCon) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24 February 2025

Appeal Ref: APP/D2320/H/24/3350508

121 Bolton Road, Anderton, Chorley PR6 9HS

- 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 Wildstone Estates Limited against the decision of Chorley Borough Council.
 - The application Ref is 24/00360/ADV.
 - The advertisement proposed is replacement of existing paper and paste advertising hoarding with a digital advertising screen (D-Poster).
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. I have taken the description of development from the application form. Although different to that on the decision notice, no confirmation that a change was agreed has been provided.
3. The appeal site is close to a nearby Grade II Listed farmhouse and cottage known as Norris Fold Farm. I have a statutory duty under Section 66(1) of the Planning (Listed Buildings and Conservations Areas) Act 1990 to give special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. However, this statutory duty only applies to a grant of planning permission and therefore does not take effect when dealing with an appeal or application for an advertisement within the setting of a listed building. Nonetheless, that a building is listed is a material consideration when considering the effect on 'amenity'. The advertisement regulations state that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. My decision is on this basis.
4. Subsequent to the Council issuing its decision the National Planning Policy Framework (the Framework) has been revised. The amendments to the Framework do not affect the matters that are in dispute in the determination of this appeal. Therefore, in this instance, it has not been necessary to consult the main parties on the amendments to the Framework.

Background and Main Issue

5. The provisions under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) require the local planning authority to assess the proposed development only in the interests of

amenity and public safety, taking account of cumulative impacts. The reason for refusal did not allege any harm in relation to public safety and the evidence indicates that any such concerns could be addressed through imposition of suitable conditions. I see no reason to disagree with that assessment.

6. Therefore, the main issue in this case is the effect of the proposed advertisement on amenity, that being visual amenity.

Reasons

7. The appeal site is the side elevation of a two storey end of terraced property located in a predominantly residential area on the edge of the settlement of Adlington. The driveway to the Grade II Listed Norris Fold Farm is located adjacent to the appeal site. To the east and south, residential properties are set back from Bolton Road in generous plots with extensive frontage vegetation. Open countryside and woodland is visible between and to the rear of properties. To the west and north, development is more built up but is still predominantly residential.
8. The proposal seeks to replace an existing large paper and paste poster board with a 'D-poster' advertisement display that would take the form of a modern, digital six metres by three metres LED display with multiple static content on rotation.
9. Due to its scale and position on a prominent gable wall, forward of the front elevation of the adjacent building, the advertisement would be visible from a long distance when approaching along Bolton Road from an easterly direction. Indeed, even though it has been in situ for many years, I saw the existing unilluminated paper display is already highly visible and somewhat incongruous in this uncluttered residential area, particularly when viewed from the east, which has a semi-rural feel, being on the edge of the settlement.
10. I acknowledge that the proposed advertisement would be a modern display using high-quality materials. Whilst the level of illumination could be controlled by means of a condition, and it is argued that the level of illumination would be a matt finish, the digital display would appear much brighter than the existing unilluminated paper sign, even though there are streetlights in the area. Due to the combination of the proposed advertisement's position, illumination and changing images, it would form a garish and overly conspicuous dominant feature that would cause visual harm to the street scene and the amenity of the local area.
11. Although there are advertisements elsewhere in Adlington, they are largely closely associated with the commercial businesses and retail shop units to which they are displayed upon and located in the local retail and industrial areas. These advertisement are not close to the appeal site nor seen in the same residential context.
12. I am provided with little detail with regard to the heritage significance of the listed Norris Fold Farm. However, on the basis of my own assessment, its significance derives from its traditional architecture, materials and age. Later piecemeal development surrounds the listed building and its grounds, none of which, including the appeal site, contribute positively to the significance of the listed building, nor the ability to appreciate its significance.
13. The proposed advertisement would not obscure any key views of the listed building or significantly alter its historic setting. Therefore, whilst it has been found

that the proposal would result in harm to the visual amenity of the area as a whole, it would have a neutral impact on the setting and significance of the listed building.

14. For the above reasons, I conclude that the proposed advertisement would have a significant harmful effect on amenity due to its size, position and illumination. The proposal would conflict with paragraph 141 of the Framework which highlights that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

15. The appellant has made other arguments in support of the proposal, including that the display of the advertisement would generate economic and environmental benefits, that the site could be used for display of public information, including for charitable use and emergencies, and that it would facilitate the removal of less well-located sites elsewhere. However, matters not relating to amenity and public safety fall outside the scope of this appeal, as defined in the Regulations. As such, these potential benefits do not provide justification for allowing a proposal which would be harmful to amenity for the reasons set out above.
16. The appellant has directed me to examples of advertisements elsewhere in Chorley that are said to be in a similar context to that of the appeal site. However, the sign at Preston Street is freestanding and adjacent to a retail park and the permitted sign at Lyons Lane would be located on the side elevation of a non-residential building that is located in a predominantly commercial area. The context of these cases is not therefore comparable to the appeal site. In any event, I have determined the appeal on its own merits and concluded that it would cause harm for the reasons set out above.

Conclusion

17. For the reasons given above, the appeal is dismissed.

A Veevers

INSPECTOR