



Appeal Decision

Site visit made on 17 March 2025

by **J D Westbrook BSc (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 26 March 2025

Appeal Ref: APP/E2001/Z/24/3356223

5 Boothferry Road, Goole, East Yorkshire, DN14 5DE

- 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 P Withers (Withers and Wilson) against the decision of the East Riding of Yorkshire Council.
 - The application Ref is 24/02401/PAD.
 - The advertisement proposed is a non-illuminated poster board.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue in this case is the effect of the proposed poster board on the visual amenities of the Goole Conservation Area

Reasons

3. No 5 is a small, single-storey shop unit with a flat roof, situated at the eastern end of Boothferry Road. It faces a large traffic roundabout serving the meeting point of six roads and which has a prominent clock tower in the grassed area at the centre. The Clock Tower Roundabout is located within the Goole Conservation Area (CA). The shop projects out some 8-9 metres from the southern façade of the Goole Market Hall and the proposed poster board would be located on the largely blank brick side wall of the shop. It would be 4.8m by 2.4m in size and would be set some 1.3 metres above ground level. It would have a depth of 0.18m owing to the need to set the board over a drainpipe situated in the middle of the side wall of the shop.
4. The Clock Tower Roundabout is named in the CA Appraisal Document as 'the hub at the centre of the historic town, and its focal point'. There are a number of significant buildings on the corner plots between the main radiating roads including the Market Hall, a Museum, two public houses, and East Riding Council Offices. There are no significant poster boards on buildings facing the roundabout and this helps to retain the visual significance of the key buildings around the hub. The blank red-brick side wall of the appeal property is seen in the immediate context of the red-brick southern façade of the Market Hall and, from further east, also in the context of the more ornate eastern façade. As such it is a complementary feature to the character and appearance of the Market Hall.

5. Policy ENV1 of the Council's Local Plan Strategy Document (LP) indicates that development will be supported where it achieves a high quality of design that optimises the potential of the site and contributes to a sense of place. This will be accomplished by, among other things, having regard to the specific characteristics of the site's wider context and the character of the surrounding area. Policy ENV3 of the LP indicates that the significance, views, setting, character, appearance and context of heritage assets, both designated and non-designated, should be conserved. This will include those elements that contribute to the special interest of Conservation Areas, including open spaces, key views and vistas, and important unlisted buildings identified as contributing to the significance of each Conservation Area in its appraisal.
6. The positioning of the proposed poster board would necessitate the relocation of a small Blue Plaque celebrating Dorothy Bartlam, a local actress, and, even after the relocation, the poster board would still overpower the plaque in visual terms. In addition, the board would project 0.18m out from the wall making it prominent and bulky, harmful to the character and appearance of its otherwise uncluttered immediate surroundings.
7. The appellant makes note of a large poster board sited opposite the Council Offices on Sandhope Street, close to the roundabout, and also to advertisements on the frontage of the adjacent shop unit to the west. With regard to the poster board, it is situated on a side street, at an acute angle to the roundabout, with very limited visibility from the area around. With regard to the adjacent shop unit, I have no details relating to the background to the advertisements which are on the shop front facing Boothferry Road. Boothferry Road itself is a busy pedestrianised shopping street with a range of shop fronts, and the frontages of the appeal property and the adjacent shop relate to the commercial nature of the road, whilst the proposed poster board would relate to the uncluttered area to the front of the Market Hall. On this basis, I do not consider that the examples mentioned by the appellant are comparable to the proposed poster board of this current appeal.
8. In conclusion, I find that the proposal would be harmful to the visual amenities of the CA and, in particular to the Clock Tower Roundabout sub area. On this basis it would conflict with Policies ENV1 and ENV3 of the LP. Although the harm to the CA would be less than substantial, there are no public benefits identified that would outweigh the harm.

J D Westbrook

INSPECTOR