



Appeal Decision

Site visit made on 14 January 2025 by J Reed MPlan

Decision by M Russell BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 7th April 2025

Appeal Ref: APP/E2001/Z/24/3355847

4 Pasture Road, Goole DN14 6EZ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Mr Kreakar Ibrahim against the decision of East Riding of Yorkshire Council.
 - The application Ref is 24/02703/PAD.
 - The advertisement proposed is shop fascia signs.
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Decision

1. The appeal is allowed, and express consent is granted for shop fascia signs at 4 Pasture Road, Goole DN14 6EZ in accordance with the terms of the application, Ref 24/02703/PAD. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the Regulations.

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 Matters

3. At the time of my site visit, I saw that the fascia signs were already in situ and I have dealt with the appeal on this basis.
4. The powers under the Regulations shall be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Therefore, while the development plan policies referred to on the Council's decision notice cannot by themselves be decisive, they have been taken into account as a material consideration as part of this decision.

Main Issue

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

Reasons for the Recommendation

6. The Planning Practice Guidance (PPG) sets out that in practice, 'amenity' is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic interest.

7. The site is within a predominantly commercial area, just outside the boundary of the Goole Town Conservation Area (CA). The CA derives its significance from its Victorian architecture and its relation to the Goole docks and their industrial heritage. In accordance with the statutory duty imposed by section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990; I am required to pay special attention to the desirability of preserving or enhancing the character or appearance of the CA.
8. The surrounding area contains a wide variety of signage in varying colours including large modern fascia signage such as to the 'Admiral Casino' and 'Glow & Go' which adjoin the appeal site to either side. From my observations on site, many of the commercial premises in the CA also have large modern signage.
9. The fascia signage relates to two elevations and the lettering is gold and white, marginally projecting from the black background. It is non-illuminated and is similar to the scale and design of other modern signage in the locality. Moreover, the signs are also of appropriate proportions in relation to the host building. In addition, on my site visit I observed various three-dimensional signs already present on Pasture Road notably at 'Coral', which sits opposite the appeal site, and for example at 'Hen House Chicken'. As a result, the signage at the appeal site sits comfortably amongst other similar advertisements within the street scene and has a neutral effect on the setting of the CA given the existing context in this instance. I note that the Council's conservation officer was of a similar view.
10. I conclude that the advertisement has an acceptable effect on the amenity of the area.
11. Whilst not decisive, for the reasons set out, the advertisement is in accordance with Policies ENV1 and ENV3 of the East Riding Local Plan 2012-2029, Strategy Document (2016) which amongst other things support the delivery of high-quality design which preserves the significance of heritage assets. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies.
12. I also find no conflict with the National Planning Policy Framework, which seeks to sustain the significance of heritage assets and to protect the quality and character of places from poorly sited and designed advertisements.

Conclusion and Recommendation

13. For the reasons given above, I recommend that the appeal should be allowed subject to the five standard advertisement conditions.

J Reed

APPEAL PLANNING OFFICER

Inspector's Decision

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

M Russell

INSPECTOR