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## Appeal Decision

Site visit made on 8 July 2025

**by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI**

an Inspector appointed by the Secretary of State

**Decision date: 13 August 2025**

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**Appeal Ref: APP/Q4245/Z/25/3366371**

**66 George Street, Altrincham WA14 1RF**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent for the display of an advertisement.
  - The appeal is made by Mr Bradley Conway, MC Watches against the decision of the Trafford Metropolitan Borough Council.
  - The application Ref is 115479/ADV/25.
  - The development proposed is Advertisement Consent sought for 1 no. fascia sign and 1 no. hanging sign.
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### Decision

1. The appeal is allowed and express consent is granted for the display of 1 no. fascia sign and 1 no. hanging sign as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

### Procedural Matters

2. At the time of my site visit the advertisements were in place, I have dealt with the appeal on this basis.

### Main Issue

3. The main issue in this appeal is the effect of the advertisement on the amenity of the area.

### Reasons

4. The site is within a commercial area within the George Street Conservation Area. 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 have special regard to the effect of the proposed development on the character or appearance of the area. Paragraph 212 of the National Planning Policy Framework (2024) (the Framework) states that great weight should be given to the conservation of a designated heritage asset when considering the impact of a proposal on such an asset. This is irrespective of the level of harm.
5. The appeal site comprises a three storey Tudor-style property located on the end of a row of shops adjacent to a public house. The George Street Conservation Area – Supplementary Planning Document SPD5.1, Conservation Area Appraisal – (2014) (the Conservation Area Appraisal) highlights that the appeal site is a striking

landmark building along the high street. With conspicuous black and white mock timber framing and ornate detailing the building makes a positive contribution to the area. The Conservation Area Appraisal confirms that the building is a non-designated heritage asset. There are other non-designated heritage assets and landmark buildings in the immediate area.

6. Paragraph 215 of the Framework confirms that the effect of a development on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.
7. Advertisements within the area vary predominantly comprised fascia signs some with projecting signs, which contrast in colour and scale. The advertisements before me are aluminium which is strongly discouraged in the George Street Conservation Area - Supplementary Planning Document SPD5.1a, Conservation Area Management Plan (2016). Notwithstanding this other more dominant aluminium advertisements are obvious in the streetscene.
8. The advertisements before me preserve the historic features of the building. The black and white colours of the advertisements harmonise with the colours of the appeal building. The fascia advertisement extends over some timber detailing, nevertheless due to its location below the thicker first floor vertical timber framing and central position above the large area of glazing the fascia advertisement is proportionate and considerate in detailing. The advertisements are modest in scale, not dominant within the streetscene and have taken some design cues from the buildings individual character.
9. In assessing amenity, I have taking into account the advertisements within the area whilst there are numerous examples of unsympathetic advertisements located on shop fronts the advertisements before me would respect the character of the appeal building and preserve the conservation area. I conclude that the display of the fascia and hanging advertisements would not be detrimental to the amenity of the area.
10. I have taken into account Policies JP-P1 and JP-P2 of the Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022-2039 (2024) and Policy R1 of the Trafford Local Plan: Core Strategy, Development Plan Document (2012) which seeks amongst other things to protect amenity and the setting of heritage assets. Given I have concluded that the proposal would not harm amenity, there is no conflict with these policies.
11. I find no conflict with the Framework which seeks to protect heritage assets and the quality and character of places from poorly sited and designed advertisements.

## **Conclusion**

12. The appeal is allowed and consent granted for the display of 1 no. fascia sign and 1 no. hanging sign on the terms set out in the Decision.

*Chris Pipe*

INSPECTOR