
Appeal Decision

Site visit made on 22 December 2025 by Kim Vo MPLAN

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 20th January 2026

Appeal Ref: APP/N4205/Z/25/3375537

37 Marsh Lane, Farnworth, Bolton BL4 0AP

- 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 Mrs. Jehan Ali of Excellency Motors Ltd against the decision of Bolton Metropolitan Borough Council.
 - The application Ref is 20198/25.
 - The advertisement proposed is for a vinyl banner with business name and logo, address, company and VAT registration and QR code displayed.
-

Decision

1. The appeal is allowed and express consent is granted for the display of a vinyl banner with business name and logo, address, company and VAT registration and QR code displayed at 37 Marsh Lane, Farnworth, Bolton BL4 0AP in accordance with the terms of the application, Ref 20198/25. 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 2007 Regulations and the following additional condition:
 - 1) The advertisement hereby permitted relates to the following approved plans, drawing references: ATB-PP-030 – Version A and ATB-PP-165 – Version B.

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 and Main Issue

3. It is clear from the parties' cases and my site visit that the appeal seeks retrospective consent. I have considered it accordingly. The cited policies have been taken into account as material considerations, since the power to control advertisements may be exercised only in the interests of amenity and public safety. They have not been decisive. The Council do not have concerns regarding public safety, and I have no reason to disagree. Therefore, my recommendation focuses on the effect of the proposed advertisement on amenity, which is the main issue.

Reasons for the Recommendation

4. The appeal site comprises an existing dwelling in a predominantly residential area. It appears to be partly operating as a car dealership to the front driveway, although this commercial use relates to a separate planning application (20197/25). The front boundary consists of a painted brick wall with infill timber panels and a wide

metal sliding access gate. The advertisement subject to this appeal is placed on the timber panels.

5. The proposal relates to a vinyl banner, which is an advertisement commonly associated with commercial premises. It appears as a largely inconspicuous addition, given its thin material and position flat against the fence. Its white background contrasts with the dark coloured front boundary, but this does not appear unusual given the main dwelling's white rendered finish. Whilst the banner is wide and prominently sited, it is of modest dimensions and is visually contained by the timber panels and wall, ensuring it remains subordinate. Furthermore, the introduction of one unobtrusive banner would integrate well with the area, given that the adjacent community hall and nursery already feature similar signs.
6. The advertisement is therefore acceptable in amenity terms and, taking the above into account, complies with the 2007 Regulations. As far as they are material to the main issue, the scheme complies with the aims of Policy RA2 of Bolton's Core Strategy Development Plan Document 2011; Policy JP-P1 of the Places for Everyone Joint Development Plan Document 2024; and the General Design Principles. These seek, amongst others, for development proposals to enhance the townscape through excellent quality design. Applications for advertisement consent will also have regard to the appearance and amenity of the locality.

Other Matters

7. Noise and disturbance; traffic, highway safety, access and parking; the potential increase in crime; the visual impact from the parking of multiple vehicles; and the precedent set of approving a commercial use within a residential area are relevant to the use of the site partly as a car dealership and thus relate to a separate planning application. I have not therefore considered them further here.

Conditions

8. The standard conditions are relevant to the consent as per Schedule 2. Given the length of the suggested time period, the characteristics of the area may significantly alter, and the effect on amenity could change. It is appropriate therefore to grant express consent for the standard period of five years. For enforcement purposes, it is necessary to refer to the approved plans.

Conclusion and Recommendation

9. For the reasons given above, the appeal scheme should be allowed in the circumstances and subject to the conditions set out.

Kim Vo

APPEAL PLANNING OFFICER

Inspector's Decision

10. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed, subject to the cited conditions.

John Morrison

INSPECTOR