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## **Penderfyniad ar yr Apêl**

Ymweliad â safle a wnaed ar 20/10/22

gan **P J Davies BSc (Hons) MA MRTPI**

**Arolygydd a benodir gan Weinidogion Cymru**

**Dyddiad: 04/11/2022**

## **Appeal Decision**

Site visit made on 20/10/22

by **P J Davies BSc (Hons) MA MRTPI**

**an Inspector appointed by the Welsh Ministers**

**Date: 04/11/2022**

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**Appeal Ref: CAS-02006-Q7B8M6**

**Site address: Land opposite 65 Bethania Street (south of Scout Hall) Maesteg CF34 9ET**

**The Welsh Ministers have transferred the authority to decide this appeal to me as the appointed Inspector.**

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
- The appeal is made by Wildstone Estate Limited against the decision of Bridgend County Borough Council.
- The advertisement is a freestanding hoarding sign (48 sheet) 6m x 3m.

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### **Decision**

1. The appeal is dismissed.

### **Main Issue**

2. This is the effect of the proposed advertisement on the visual amenity of the area.

### **Reasons**

3. The appeal relates to part of a larger area of grassed open space, adjacent to a busy road in a predominantly residential area on the outskirts of Maesteg town centre. It is an attractive verdant site with a backdrop of trees and provides visual relief to the built-up character of the area.
4. The surrounding area is generally devoid of advertisements and commercial paraphernalia. On the open space near the appeal site, there are directional signs and a freestanding board that identifies the entry to the Ewenny Road Industrial Estate, but these are modest and typical features of the transport network that blend with their environment. I accept that the proposed advertisement hoarding would not result in visual clutter, but it would stand conspicuously alone in front of trees and a modest single storey community building. In particular, compared to the simple gable end wall of the adjacent building, the advertisement would be a tall and broad structure rising above the eaves and obscuring trees that contribute positively to the area. Although it would be unilluminated, having regard to its scale and siting, as well as its commercial nature, it would form a

brash and visually dominant feature that would fail to harmonise with its setting. I accept that the site is not a sensitive one in terms of heritage assets, but this does not justify visual harm in other locations where there is a clear discord with the characteristics of the area. Similarly, the fact that there was a hoarding on the site some years ago does not mean that the harm I have identified should be allowed.

5. I note that the advertisement would be orientated side on to the dwellings that face the site, but although this would limit views of the sign's frontage, the general bulk and utilitarian form of the structure would still be evident as a visual reminder of its wider harm. In any event, to others walking or travelling in the area, or enjoying the open space, the advertisement's incongruous and dominant impacts would be readily apparent.
6. I conclude that the proposed advertisement would be harmful to the visual amenities of the area. Whilst not decisive to the determination of the appeal, it is also material to note that the proposal would conflict with Policy SP 2 of the Bridgend Local Development Plan.

### **Conclusion**

7. In reaching my decision, I have taken into account the requirements of sections 3 and 5 of the Well-Being of Future Generations (Wales) Act 2015. I consider that this decision is in accordance with the Act's sustainable development principle through its contribution towards one or more of the Welsh Ministers' well-being objectives.
8. For the above reasons and having regard to all matters raised, the appeal is dismissed.

*P J Davies*

Inspector