



Appeal Decision

Site visit made on 31 May 2022 by N Unwin BSc (Hons) MSc

Decision by J Hunter BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 June 2022

Appeal Ref: APP/Z4310/Z/22/3294464

Goals Soccer Centres, 110 Evans Road, Liverpool L24 9PQ

- 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.
 - The appeal is made by Clear Channel UK Ltd against the decision of Liverpool City Council.
 - The application ref. 21A/2330, dated 9 August 2021, was refused by notice dated 18 January 2022.
 - The advertisement proposed is described as 'To install 2 no. internally illuminated 48-sheet Digital Poster display panels and ancillary vertical meadow green walls'.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters

3. Since the determination of application 21A/2330, the Liverpool Local Plan 2013 – 2033 (2022) (LLP) has been adopted and therefore the Saved Policies of the Unitary Development Plan have been superseded. The Council has cited conflict with Policies UD9 and UD1 of the LLP. Whilst I have taken these policies into account as material considerations, the powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety. Consequently, in my determination of this appeal the Council's policies are not, in themselves, decisive.

Main Issue

4. The main issue is the effect of the proposal on amenity.

Reasons for the Recommendation

5. The area surrounding the appeal site is primarily characterised by a mix of commercial and industrial uses adjacent to Speke Boulevard. These premises are set back from Speke Boulevard by wide grass verges and in some cases well screened from the highway by rows of mature trees, reducing their visual prominence.

6. There is a variety of signage within the area predominantly mounted on the façades of buildings or as free-standing totem signs with a number of these internally illuminated. Due to the scale and character of the existing signage, their visual prominence is limited, affording this section of Speke Boulevard a mostly wide and leafy street scene.
7. The appeal site forms a grassed area of land on the corner of Speke Boulevard and Evans Road, within the grounds of Goals Soccer Centre. There is an existing modest sized internally illuminated totem sign within the appeal site and in close proximity to the boundary with the highway. As with the other advertisements within the area, this existing totem sign by virtue of its scale and character, is not an overly dominant or intrusive feature when viewed from Speke Boulevard.
8. The existing totem sign within the site would be removed to accommodate the proposal. The proposed advertising panels would be angled so as to be visible by vehicles travelling in both directions along Speke Boulevard. Each panel is approximately 6 metres in width and 3 metres in height, and internally illuminated with changing advertisements. These panels would be mounted above a 'green wall' approximately 6 metres in width and 2 metres in height.
9. The proposal would be highly visible from either direction along Speke Boulevard. Owing to the combination of its substantial scale, location, elevated position and use of illumination, the advertisement would have a dominating and intrusive impact when viewed from Speke Boulevard.
10. I acknowledge the appellant's submission that the luminance of the proposal could be restricted by condition to 2500 cd/m² and 300 cd/m² during daylight and non-daylight hours respectively (in accordance with The Brightness of Illuminated Advertisements PLG05 2015). I additionally acknowledge that the number of image changes could be limited to once every 10 seconds and the display could be limited to between the hours of 06:00 – 23:00 by condition. Nonetheless, I do not consider the imposition of such conditions to mitigate the impact of the proposal on the amenity of the area to an acceptable level.
11. Consequently, I conclude that the proposed advertisement would result in an unacceptable impact on the amenity of the area. Insofar as they are material, the proposed development would not accord with Policies UD9 and UD1 of the LLP which broadly require proposals be appropriate to the characteristics of the local area and to not detract from it.

Conclusion and Recommendation

12. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be dismissed.

N Unwin

APPEAL PLANNING OFFICER

Inspector's Decision

13. I have considered all the submitted evidence and the Appeal Planning Officer's report and on that basis the appeal is dismissed.

J Hunter

INSPECTOR