



Appeal Decision

Site visit made on 30 August 2024

by R Jones BA(Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24 September 2024

Appeal Ref: APP/Z4310/Z/24/3344133

243-251 East Prescott Road, Liverpool L14 5NA

- 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 Global against the decision of Liverpool City Council.
 - The application Ref is 24A/0311.
 - The advertisement proposed is 2no. non-illuminated 48-sheet poster panels.
-

Decision

1. The appeal is dismissed.

Preliminary Matter

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) require that advertisement appeal decisions are made only in the interests of amenity and public safety, taking account of any material factors. The National Planning Policy Framework (the Framework) and Planning Practice Guidance confirm this approach. The Council's Reason for Refusal refers to policies UD1, UD3, UD9 and HD1 of the Liverpool Local Plan 2013-2033 (2022) (LP). Although not determinative to my decision, I have taken these into account as material considerations.

Main Issue

3. The main issue is the effect of the poster panel advertisements on the visual amenity of the area including whether or not they will preserve or enhance the character or appearance of the Knotty Ash Conservation Area.

Reasons

4. The appeal site comprises the northern boundary wall along the flank elevation of the Wynsors World of Shoes store (the Wynsors store) at no.243 to 251 East Prescott Road, located on an island between the east and westbound carriageways of East Prescott Road (A57). The A57 is part of a main arterial route from Liverpool out to the M57 to the east.
5. The appeal site falls just within the Knotty Ash Conservation Area (CA); its north-west boundary runs along the back edge of the eastbound carriageway of East Prescott Road. As the site falls within the CA, in accordance with the statutory duty set out in Section 72(1) of the Planning (Listed Buildings and

- Conservation Areas) Act 1990 (the Act), special attention is paid to the desirability of preserving or enhancing the character and appearance of the CA.
6. The Wynsors store is a retail warehouse designed with a sloped asymmetrical elevation to its car park frontage, with a shallow pitched roof warehouse behind, which is finished in black corrugated panelling. It is a prominence, yet utilitarian building which predates the designation of the CA, and I observed makes a negative contribution to its character and appearance.
 7. It is proposed to display 2no. traditional '48-sheet' size billboards (around 6m wide by 3m high), mounted at a height of 1.3m, on a brick wall parallel to the warehouse. The billboards would not be illuminated. The proposed poster panel advertisements would be viewed against the backdrop of the corrugated panelling of the warehouse, by their nature drawing the eye of passers-by, and adding to the undue prominence of the flank elevation of the building. Further, in addition to a large 'Wynsors' fascia sign (on the car park frontage), there is a second fascia sign and high level shoe brand logos what wrap around the building on the north elevation of the Wynsor store. The addition of the proposed 2no. poster panels, particularly because of their scale – both individually and cumulatively – would add to the existing visual clutter of the building causing harm to the amenity of this part of the streetscene.
 8. To the south side of the western carriageway of East Prescott Road are a row of small, two-storey historic cottages which are within the CA, contributing to its character. Because of a bend in the alignment of East Prescott Road, the proposed advertisements would be viewed (when travelling eastbound) in the context of these cottages. Although they would also be viewed alongside the Alder Hey Children's Hospital opposite, the proposed advertisements would appear an incongruous and obtrusive addition in this historic context. They would further detract from the appearance of the Knotty Ash Community Centre which adjoins the appeal site and, although in some disrepair, is a building of architectural interest.
 9. I note that 2no. poster panels (of a similar size to the appeal proposal) were previously displayed on the site and it is agreed between the parties that these were removed sometime around 2021. Whilst I accept that there has been historical display of advertisements in this location, the Google images submitted by the appellant from 2008 onwards show the prominence of the poster panels and their harm to visual amenity, adding support to my conclusion above.
 10. The appellant has also drawn my attention to an appeal decision for a digital advertising screen facing head-on to traffic east, positioned at the edge of the Wynsors store car park. I have been provided with no further details of this proposal and it is not therefore possible for me to draw conclusions as to whether the proposal now before addresses any of the concerns of the previous Inspector.
 11. I therefore conclude on the main issue that the proposed advertisements would be detrimental to the interests of visual amenity. Whilst not decisive, the proposal would conflict with LP policies UD1, UD3 and HD1 because they do not take account of street character, complement local distinctiveness or designated heritage assets, failing to preserve or enhance those elements that contribute to its character and appearance. There would also be a conflict with LP UD9 which requires, amongst other things, advertisements to be of the

highest standard and contribute, rather than detract from an area, and not detract from the character and appearance of important historic buildings.

12. For the same reasons, there would also be conflict with the design and historic environment guidance within the Framework and, in particular, paragraph 141 which sets out that poorly sited and designed advertisements can have a negative impact on the quality and character of places.

Conclusion

13. For the reasons given above, I conclude that the appeal should be dismissed.

R. Jones

INSPECTOR