
Appeal Decision

Site visit made on 22 July 2025 by E Nutman BA (Hons)

Decision by E Grierson BSc (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 3rd October 2025

Appeal Ref: APP/Z4310/Z/25/3363802

Clayton Square Shopping Centre Elliot Street Entrance, Great Charlotte Street, Liverpool L1 1QR

- 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 London Lites Ltd against the decision of Liverpool City Council.
 - The application Ref is 25A/0027.
 - The advertisement proposed is described as 'Replacement of existing Clayton Square Advertising Sign with an LED Full Motion Digital Advertisement Display'.
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Decision

1. The appeal is dismissed.

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.

Main Issue

3. The Council does not object to the siting of the advertisement on public safety grounds and I see no reason to disagree. Therefore, the main issue is the effect of the proposal on visual amenity.

Reasons for the Recommendation

4. The entrance to Clayton Square Shopping Centre, accessed from Elliot Street is formed from a metal arch framework and glass. The area surrounding the entrance is open due to it facing out onto Elliot Street, Houghton Street and Parker Street junction which forms a public square. The entrance is flanked by two storey brick building wings which both include arch windows along their frontages. The advertisement currently in place is an orange square sign that reads 'Clayton Square' in white lettering. The surrounding character is somewhat busy due to the appeal site's inner-city location, and the variety of commercial shops. However, the signage seen to these buildings all sit predominantly at fascia level and are modest, static and non-illuminated. The Grade II listed St John's Beacon, iconically known as the Radio City Tower, is highly visible when passing through the public square that sits outside the Elliot Street Entrance. St John's Beacon (Radio City Tower) is an iconic feature of the Liverpool City skyline.
5. I accept that the appeal building is located within a busy retail area, however the existing sign fits comfortably within the dimensions of the arch façade and is simple

and static, reflecting the signage seen to neighbouring buildings. The proposed fascia advertisement, promoting the shopping centre, would have a horizontal orientation which would be unsympathetic to the composition of the structure and would partially obscure some of the framework of the arch. Together, the luminance and significant dimensions of the LED display would overwhelm the architecturally interesting composition of the arch and would contrast starkly with the existing signage seen within the surrounding area. Therefore, the advertisement would consequently detract from the visual amenity of the building and the surrounding area.

6. I note that reference has been made to smaller illuminated advertisements, however, no specific information or details have been provided in relation to these. Nevertheless, these, together with the examples of larger, illuminated displays shown at 1-5 Church Street and on the façade of St Johns Shopping Centre, relate to different areas and therefore do not form part of or contribute to the character seen within the area directly surrounding the appeal site. Therefore, they do not justify the site-specific harm caused to the visual amenity in this instance. Whilst many buildings in the area can be seen with signs to their frontages, their modest design, level and omission of illuminated features reflect the surrounding character.
7. To conclude, the advertisement would cause unacceptable harm to the visual amenity of the area and, insofar as it is material, would conflict with Policy UD9 of the Liverpool Local Plan (2022). However, whilst I have taken them 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. The proposal is also contrary to paragraph 141 of the NPPF which states that advertisements should be subject to control in the interests of amenity where there is potential for the quality and character of places to suffer as a result of cumulative impacts.

Other Matters

8. I note that the appellant has suggested that luminance levels and frequency of advertisement change could be controlled by condition, and that the display restricts the level of luminance displayed at night and requiring it to be turned off between midnight and 6am. Whilst I have taken this into account, the display would continue to be a prominent feature and would therefore not overcome the issues addressed above.
9. Whilst advertisements are important to the commercial life of the area and the appellant has outlined that advertisement displays in commercial areas can contribute to a lively, vibrant, modern and successful economic area helping to support retail activity, I do not consider that the benefits provided by the proposal would outweigh the harm caused to visual amenity.

Conclusion and Recommendation

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

E Nutman

APPEAL PLANNING OFFICER

Inspector's Decision

11. I have considered all the submitted evidence and my representative's report and on that basis the appeal is dismissed.

E Grierson

INSPECTOR