

## Appeal Decision

Site visit made on 7 October 2025

by **N McGurk BSc (Hons) MCD MBA MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 21 October 2025

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### **Appeal Ref: APP/C2741/Z/25/3369950**

### **Lidl Store, James Street, York, YO10 3DW**

- 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 Lidl GB Ltd against the decision of City of York Council.
  - The application Ref is 25/00504/ADV.
  - The advertisement proposed is 1x billboard sign (6300mm x 3250mm) constructed of a stainless steel frame and mounted on stainless steel post fixed to a below ground concrete base, externally illuminated.
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### **Decision**

1. The appeal is dismissed.

### **Procedural Matters**

2. The proposal is for an externally illuminated 6.3m x 3.25m advertisement which would be raised 1.5m above ground level.
3. A previous application<sup>1</sup> for an externally illuminated billboard sign was refused in January 2025. The proposal the subject of this appeal differed from this previously refused application. In this regard, the appellant refers to the addition of landscaping to soften the visual appearance of the billboard and the incorporation of timber panels to the bottom of the billboard to assimilate into the surrounding context.
4. In support of the proposal, the appellant states that “there is currently no advertising visible to potential customers travelling northbound along James Street.” This is not the case. During my site visit, I observed that advertisements from the store facing directly out towards James Street and a prominent two-sided advertisement adjacent to James Street at the northern edge of the appeal site, were clearly visible as I travelled north along James Street.

### **Main Issue**

5. The main issue in this case is the effect of the proposed advertisement on visual amenity.

### **Reasons**

6. The appeal site is located to the west of James Street in a commercial area. James Street in this location is a busy road with cycleways and footpaths along both sides of the highway.

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<sup>1</sup> Reference: 24/02045/ADV.

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7. The site itself contains a modern Lidl foodstore set back from James Street behind a car park and grass verges. The car park extends to the north, beyond which there is an area of open green space and beyond this green space, at the northern extremity of the appeal site, there is a prominent sign, advertising the foodstore.
8. The surrounding area is characterised by the presence of large shed-type buildings, many of which are set within large car parking areas. During my site visit, I observed there to be a wide range of commercial uses in the vicinity, including supermarkets, trade centres, industrial units and offices.
9. I also noted during the course of my site visit that many buildings appear modern and that the presence of grass verges, trees and planting affords the area a pleasant sense of greenery, openness and spaciousness. Advertisements tend to be located on or close to the buildings with which they are associated and whilst the prominent Lidl foodstore sign adjacent to James Street draws the eye, the area does not appear unduly dominated by advertisements.
10. The proposed advertisement would be situated on the open green space located between the prominent Lidl foodstore sign and the car park to the northern side of the foodstore itself. As a tall, wide advertisement, raised 1.5 metres from the ground on timber panels, it would appear as a large and dominant feature from the appeal site and from James Street. Further, the proposed advertisement would be externally illuminated, leading it to draw attention to itself during hours of lower light and darkness as well during the daytime.
11. I find that all of the above would combine to result in the proposal appearing overly dominant and obtrusive in its surroundings.
12. Further, as noted above, the open space within which the proposed advertisement would be located contributes to the area's green, open and spacious qualities. These qualities would be severely eroded, not only by the presence of a large and unduly dominant sign, the purpose of which would be to draw attention to itself, but also by the proposed planting of tall trees that would "wrap around" the rear of the proposed advertisement.
13. Further, the proposed landscaping would result in the placement of trees such that they would effectively frame the proposed advertisement, and I find that this would have the effect of increasing its dominant appearance when seen from James Street and the rest of the appeal site. Also, I find that the proposed landscaping would reduce the green space's open and spacious qualities and would fail to appear in keeping with the surrounding area, where no such cluster of trees serve to frame a large advertisement in this way.
14. Taking all of the above into account, I find that the proposed advertisement would be detrimental to visual amenity, contrary to the National Planning Policy Framework and to Policy D13 of the City of York Local Plan (2025), which together amongst other things, seek to protect local character.

## **Conclusion**

15. For the reasons given above, the appeal does not succeed.

*N McGurk*

INSPECTOR