



Appeal Decision

Site visit made on 6 August 2025 by S Jamieson BA(Hons) MPlan

Decision by M Russell BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 21 October 2025

Appeal Ref: APP/W4325/Z/25/3368354

244-246 First Floor Offices, Telegraph Road, Heswall CH60 7SG

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Mr Nicholas Demetrios - Telegraph Heswall Ltd against the decision of Wirral Metropolitan Borough Council.
 - The application Ref is ADV/25/00484.
 - The advertisement proposed is signage to be installed on the exterior wall of premises: 1. A primary sign, displaying the name of venue (externally illuminated) 2. 3no. additional poster signs to promote upcoming events and services (externally illuminated).
-

Decision

1. The appeal is allowed and express consent is granted for signage to be installed on the exterior wall of premises: 1. A primary sign, displaying the name of venue (externally illuminated) 2. 3no. additional poster signs to promote upcoming events and services (externally illuminated) at 244-246 First Floor Offices, Telegraph Road, Heswall CH60 7SG in accordance with the terms of the application ref ADV/25/00484. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

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.

Preliminary Matter

3. The description of the advertisement on the application form is extensive and includes explanatory text which is not a description of the advertisement. Therefore, I have used the more concise description on the Council's decision for the purposes of the banner heading and appeal decision. However, I have removed the words 'retrospective application for' as they do not form part of the description of the advertisement.

Main Issue

4. The main issue is the effect of the advertisement on visual amenity.

Reasons for the Recommendation

5. The appeal site is located in the centre of Heswall, at the end of a parade of shops, set back from Telegraph Road. The immediate area is predominantly commercial in

nature and comprises a range of uses including shops, cafes and fast-food takeaways. As a result, advertisements are an established and common feature within the street scene with many of the premises prominently displaying advertisements and signage, some of which are illuminated.

6. The advertisements that are the subject of this appeal comprise one sign and three smaller posters which relate to a commercial premises located on the first floor of a shopping parade. The advertisements were in place when I visited the site and occupy the side of a brick wall which sits forward of and next to one end of the parade.
7. Even though the advertisements occupy a substantial portion of the wall, their location close to ground level together with their set back position and perpendicular siting in relation to Telegraph Road, ensures that they are an unobtrusive addition. They are further assimilated by the mature trees to this side of the road which filter views.
8. The business to which the advertisements relate also has some modestly scaled fascia signage. Even so, the above factors mean that in this particular instance, the proposals can be accommodated without resulting in an over-concentration of advertisements. Moreover, there is no detailed evidence to suggest the levels of illumination give the advertisements undue prominence in the commercial context of the immediate surroundings and other illuminated advertisements.
9. For the above reasons, the advertisements have an acceptable effect on the visual amenity of the area.
10. The Council has drawn my attention to Policies WS6 and WS7 of the Wirral Local Plan (2025). I have taken these into account as a material consideration insofar as they relate to matters relevant to visual amenity. Given my findings there would be no conflict with these policies. In any case, the powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety. The Framework and the Planning Practice Guidance (the PPG) reiterate this approach. Consequently, these Policies have not in themselves, been decisive.

Conditions

11. The Council has not suggested the imposition of any additional conditions over and above the five standard conditions and I see no reason to reach a different opinion.

Conclusion and Recommendation

12. For the reasons given above, I recommend that the appeal should be allowed.

S Jamieson

APPEAL PLANNING OFFICER

Inspector's Decision

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

M Russell INSPECTOR