



Appeal Decision

Site visit made on 15 October 2025

by J D Clark BA (Hons) DpTRP MCD DMS MRTPI

an Inspector appointed by the Secretary of State

Decision date: 29th October 2025

Appeal Ref: APP/Z4310/Z/25/3373705

24 Connect Business Village, Derby Road, Liverpool L5 9PR

- 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 Wildstone Estates Limited against the decision of Liverpool City Council.
 - The application Ref is 25A/1804.
 - The advertisement proposed is replacement D48 displays.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Council's reasons for refusal refer to Liverpool Local Plan Policy UD9 and the National Planning Policy Framework (the Framework). However, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that decisions are made only in the interests of amenity and public safety. Therefore, although I have taken the Framework and the development policy into account, they have not been decisive considerations in my determination of this appeal.
3. The application form specifies the components of the advertisements in detail and the decision notice describes the proposal as 'To display 2 no. internally illuminated 48 sheet advertisement hoardings'. The latter is a more succinct and accurate description. Therefore, in the interests of clarity, I shall refer to the description of the proposal as it is specified on the decision notice.

Main Issue

4. No concerns have been raised regarding public safety and from the evidence before me I see no reason to disagree. Therefore, the main issue is the effect of the proposed advertisements on the amenity of the surrounding area.

Reasons

5. There are two free standing advertisement hoardings at the entrance to Connect Business Village. This is a barrier controlled collection of commercial buildings off Derby Road (A565). The hoardings would be sited close to two buildings either side of the entrance to the business village. Derby Road is a busy dual carriageway in an area comprising a variety of commercial / industrial buildings.

6. The proposed hoardings would be larger than the existing ones, they would be illuminated and display multiple static rotating advertisements. The northern hoarding would run at an angle, across windows to the two storey commercial building alongside it. The southern hoarding would partly screen windows to the building close to it but would mostly be in front of a small grassed landscaped area. There are existing railings along the boundary of the business village and Derby Road. These would partly screen the lower sections of the hoardings structures. The display areas would be above the railings and reach almost to the eaves of their respective buildings.
7. Although this is a commercial / industrial area and Derby Road is a busy road, the hoardings would be large, prominent and visually intrusive. There is no indication that they would relate to any particular commercial business in the area but they would be generic advertisement hoardings.
8. The advertisements would be illuminated but able to adjust to ambient light so that in low light conditions, for example, in overcast conditions during the daytime, the screen is able to adjust its level of luminance. Also, the appellant has referred to conditions which have been imposed elsewhere to control the intensity of illumination during the hours of darkness as well as during daylight hours. Other controls referred to include the display time for each advertisement, the avoidance of fading, moving images, animations, full motion video images, audio and directional symbols that resemble road traffic signals together with the ability to turn off in the event of a malfunction or error.
9. However, these would still be large displays, in close proximity to one another which would give a cluttered appearance. This is in part due to the size and proximity of the signs (bearing in mind that there are two hoardings here already) but also due to the varied and regularly changing content of the signage. Furthermore, such intrusive, and unrelated signage at the entrance to the business village would be at odds with the quality and character of this commercial development. Within the site, signage is varied but generally is fairly low key and unobtrusive.
10. Moreover, the position of the hoardings would effectively block the outlook from some of the office windows, especially to the northern building. Whilst the amenity of the working environment is not as sensitive as it is for residential properties, this arrangement is a particularly poor one and draws particular attention to the unsuitability of such large signage in this location.
11. The proposed hoardings would appear as an afterthought which contradicts the design of the business village and the creation of quality commercial premises, including the working environment from within them. I am mindful that there is existing signage where the new signage would be located but that is smaller, not illuminated and is not as intrusive as the proposed displays would be. Consequently, I conclude that the proposed advertisements would have a harmful effect on the amenity of the surrounding area.

Other Matters

12. I note the examples of other similar displays referred to by the appellant. I also saw for myself various large illuminated signs throughout the City. However, just because such signage has been considered acceptable and received consent in other locations, this does not justify allowing further signage that would have a

harmful effect on the amenity of this area. They do not set a precedent and I have assessed this appeal on its own merits.

13. I appreciate the advantages of digital advertising which the appellant explains allows the advertising network to be better managed, monitored and maintained. Such signs also allow flexibility by allowing smarter real time campaigns. The appellant lists the public benefits which include providing a platform to broadcast emergency messaging, flexibility for local businesses, reduction in waste compared with the poster production process and the provision of tidy and well maintained sites, amongst other things. However, whilst these benefits support such signage, they do not outweigh the harm I have identified in this location.

Conclusion

14. For the reasons given above the appeal should be dismissed.

J D Clark

INSPECTOR