



Appeal Decision

Site visit made on 21 October 2025

by **C Evans MTCP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 01 December 2025

Appeal Ref: APP/W4325/Z/25/3373497

Land and Buildings on the South Side of Old Hall Road, Bromborough, Wirral CH62 3PE

- 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 Wirral Metropolitan Borough Council.
 - The application Ref is ADV/25/00967.
 - The advertisement proposed is installation of 2 No. D48 illuminated advertising displays.
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Decision

1. The appeal is dismissed.

Preliminary matters

2. The Regulations require decisions regarding advertisements to be made only in the interests of amenity and public safety, whilst taking any material considerations into account. The Council has referred to several policies from the Wirral Local Plan 2022-2040 (Local Plan). I have taken these into account, but they have not been decisive in my determination of this appeal.
3. The description in the banner heading is taken from the application form. However, it is clear from the submitted particulars that the proposal would be for a pair of digital LED advertising displays. I have dealt with the appeal on this basis.

Main issues

4. The main issues are:
 - the effect of the proposed advertisement on the visual amenity of the local area; and
 - the effect on public safety, with particular reference to highway safety along New Chester Road (the A41).

Reasons

Visual amenity

5. The appeal site is a small, grassed area which forms part of the car park for nearby commercial premises. It lies adjacent to New Chester Road, which is a busy dual carriageway. The opposite side of New Chester Road is predominantly residential. The dwellings are separated from the road by mature trees, shrubs and amenity greenspace. This creates a verdant setting along this side of the road.

6. The two proposed advertisements would have a modern design with a commercial backdrop. The street scene includes various advertisements and signs. These are generally at a lower level or are fascia signs of the businesses occupying the relevant commercial premises. In comparison, the proposed advertisements would be prominent in the street scene and would not relate well to the existing buildings and signage, due to their excessive size, height above ground and freestanding nature. On this basis, they would be inconsistent with the existing signage and advertisements in the area, and consequently at odds with the local character.
7. The advertisements would be shoehorned into a narrow gap between the pavement and car park. They would have a very limited setback from the pavement, which in combination with their large size, would result in an overly visually prominent and dominant feature for pedestrians and road users.
8. The trees and greenery found along this section of New Chester Road provide a pleasant contribution to the local visual amenity. Although the grassed area of the appeal site is small in size and contains limited planting, it nevertheless softens the hard features of the adjoining car park and commercial properties, making a pleasant contribution to the character and appearance of the area.
9. I accept the appellant's argument that the area is well lit. They also raise that the advertisements could be controlled so that static images are displayed on rotation with instant changeover and light sensors could vary the brightness of the screens to reflect the surrounding area. Mature trees would likely screen the nearby residential properties from the illumination of the proposed advertisements. However, this does not justify the harm by reason of the advertisements' excessive scale and poor siting.
10. The appellant refers to examples of illuminated advertisements in the Council area but does not provide sufficient information for me to confirm the details or the circumstances that they were given consent. In any event, I am required to assess proposals on their own merits, which includes having regard to the individual site context.
11. For the reasons highlighted above, I conclude that the proposed advertisements would be detrimental to the interests of amenity. The Council has drawn my attention to Local Plan policies WD23, WS6 and WS7. Collectively, these seek to ensure high design standards, which reflect the character and appearance of the local area, including visual amenity. They are material in this case. I have concluded that the proposal would harm amenity, and therefore, the proposal conflicts with these policies.

Public safety

12. The Council highlights public safety concerns due to the proposed location of one advertisement. Traffic signals for road users travelling southwards on the A41 and turning left onto Old Hall Road would be framed by one advertisement screen. It is contended that this could confuse road users and reduce the effectiveness of the traffic signals, particularly if the advertisement display was red in colour.
13. During my site visit, I observed that this is a major signalised junction, with multiple traffic signals for road users travelling both southwards and turning left. The approach to the junction is straight, and a speed restriction is in place. Road users would therefore be aware of the junction on approach. Only one of the traffic

signals would be affected for each route, and only then if the advertisement was red in colour. The proposed advertisement would be some distance from the junction itself. On this basis, I consider it unlikely that the effectiveness of the traffic signals would be reduced to such an extent that road users would miss the signals.

14. I have considered Policy WS9 of the Local Plan, which seeks to ensure highway safety, and so is material in this case. I conclude that the proposed advertisements would not create hazardous highway conditions or lead to unacceptable risk that would harm public safety. I therefore find no conflict with Policy WS9 of the Local Plan.

Other matters

15. The appellant has highlighted environmental, social and economic benefits of the proposal, but has provided little evidence. In any case, I must consider the proposal in terms of amenity and public safety only.

Conclusion

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

C Evans

INSPECTOR