



Appeal Decision

Site visit made on 16 November 2025

by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 01 December 2025

Appeal Ref: APP/N4720/Z/25/3374590

105 Town Street, Stanningley, Pudsey LS28 6ES

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent for the display of an advertisement.
 - The appeal is made by Wildstone Estates Limited against the decision of Leeds City Council.
 - The application Ref is 25/03466/ADV.
 - The development is replacement of existing paper and paste advertisement display with one digitally illuminated LED poster.
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Decision

1. The appeal is allowed and express consent is granted for the replacement of existing paper and paste advertisement display with one digitally illuminated LED poster as applied for. 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 and the following additional conditions.
 - 1) There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
 - 2) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
 - 3) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
 - 4) Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Procedural Matter

2. The Council changed the description of development from that stated on the application form in the interests of clarity. I consider that the amended description accurately describes the appeal scheme and accordingly I have adopted an amended description in the heading above.

Main Issue

3. The main issue is the effect of the advertisement on the amenity of the host building and area.

Reasons

4. The appeal site is located within a mixed-use high street environment, characterised by commercial uses along the main thoroughfare, with some buildings accommodating residential uses on their upper floors. The Council confirms that the upper floors of the appeal property are in residential use.
5. An existing paper and paste advertisement is displayed on the gable end of the appeal building, projecting slightly forward of the building's fascia, with a smaller advertisement positioned below. The advertisement that is the subject of this appeal would be of a similar scale and location to the large paste and paper advertisement; however, it would be illuminated and would display changing images.
6. During my site visit, I observed that the existing signage is already prominent within the streetscene and visible over long distances. The long range views towards the digital advertisement on the gable of No. 92 Town Street are similar to the appeal proposal. Whilst this may be adjacent a modern retail park this is not obvious from long range views.
7. The proposed advertisement would introduce illumination, notwithstanding this it would otherwise replace the existing billboard, and its daytime visual appearance would be broadly comparable to the current situation. Although the illuminated display would be more conspicuous after dark, I consider that, within the context of the high street, the proposed advertisement would not cause harm to the amenity of the host building or the wider area.
8. In assessing amenity, I have taking into account the advertisements within the area whilst the prevailing advertisements are located on shop fronts I observed there are similar scale digital and paste and paper posters in the area, along with other advertisements. The proposed advertisement would respect the character of the area. I conclude that the display of the illuminated digital display proposed would not be detrimental to the amenity of the area.
9. The proposed development would not conflict with Policy P10 of the Leeds Core Strategy (as amended by the Core Strategy Selective Review 2019), Leeds Local Plan and Policy GP5 of the Leeds Unitary Development Plan (2006) which seek amongst other things that developments are good design and appropriate to location, scale and function. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies.
10. Similarly, there is no conflict with the guidance contained within the Leeds City Council, Advertising Design Guide, Leeds Local Development Framework, Supplementary Planning Document (2006).

Conclusion

11. The appeal is allowed and consent granted for the replacement of existing paper and paste advertisement display with one digitally illuminated LED poster on the terms set out in the Decision.
12. In addition to the standard five conditions, I am attaching further conditions to limit the luminance in the hours of darkness and to ensure ambient light levels during daylight in the interests of the amenity of the area.
13. In terms of ensuring that the advertisement does not cause a distraction to users of the area, I am imposing conditions relating to the minimum time permitted for each image and that each image is static.

Chris Pipe

INSPECTOR