



## Appeal Decision

Site visit made on 18 February 2026

by **N Teasdale BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 27 February 2026

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**Appeal Ref: APP/P1045/Z/25/3376353**

**Land south of 24 Bakewell Road, Matlock, Derbyshire DE4 3AU**

- 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 Derbyshire Dales District Council.
  - The application Ref is 25/00843/ADV.
  - The advertisement proposed is Installation of one D-Poster.
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### Decision

1. The appeal is allowed and express consent is granted for the installation of one D-Poster. 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) The intensity of the illumination of the advertisement permitted by this consent shall be no greater than within that recommended by the Institute of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).
  - 2) The internally illuminated display hereby approved shall include static images only. The interval between successive images shall be 0.1 seconds or less and the complete screen shall change. There shall be no visual effects between successive images, and the display shall include a mechanism to freeze or turn off the screen in the event of a malfunction. Each image shall be displayed for at least 10 seconds. Message sequencing or interactive messages shall not be used.

### Main Issue

2. Regulations to control advertisements may be exercised only in the interests of amenity and public safety. The assessment regarding public safety is not disputed and the main issue is therefore the effect of the proposed advertisement on amenity.

### Reasons

3. The appeal site relates to a small parcel of land sited at the eastern edge of the junction between Dimple Road and Bakewell Road. The land is bound to the north and east by car parking for the print shop and MoT centre which are located to the north and east.
4. The proposed development seeks advertisement consent for the erection of a digital posterboard. It would be set on a 2.1 metre high plinth and would be 6 metres by 3 metres in width and height.

5. The advertisement would be prominently located at the edge of the junction and would be highly visible from Bakewell Road to the south which is a busy road in this location. The area has a mixed character, and there are many other advertisements/signage in the vicinity of the site including existing commercial signage to nearby establishments.
6. There is already an advertisement banner located at this site and advertisement is clearly a familiar feature in this location and forms part of the establish character of the area.
7. The positioning of the proposed advertisement would be set adjacent to stone walls and a mix of stone, brick and rendered buildings with some metal clad elements. Whilst there is verdant open space to the west, the advertisement's back drop would primarily be the MoT centre building which has a blank commercial appearance as well as car parking in front of this elevation.
8. Having regard to the character of the locality, including the presence of various advertising displays, and existing commercial signage to nearby establishments, the proposed advertisement display would not appear out of keeping in this setting which is one which is an established location for advertisements and signs.
9. The proposed advertisement would be internally illuminated, and I note the lack of illuminated advertisements in the immediate surroundings. However, it would not significantly exceed the size and scale of other adverts in the area such as the paper posterboard located outside the Stanley Fearn shop to the southeast. It would not be overly dominant in a street scene where a variety of displays are commonplace. It would not therefore unduly stand out from the existing street scene nor impact the visual amenity of the area. Furthermore, the maximum brightness will always be within the guidelines as set by the institute of Lighting Professionals Technical Note 5. Appropriate conditions could control brightness, animation and the timing of image changes. The advertisement would not therefore be deemed significantly bright or flashing as to result in detrimental harm to visual amenity particularly when taking into account the existing character of the area. The area is also one which is well lit by streetlights etc and thus the level of illumination would not represent a dominant feature and would readily absorb into the street scene.
10. For the above reasons, I conclude that the proposed development would not unacceptably harm amenity. Given I have concluded that the proposal would not harm amenity, the proposal would not conflict with Policy PD1 of the Derbyshire Dales Local Plan, 2017 which seeks to ensure that development is of a high-quality design that respects the character, identity and context of the Derbyshire Dales townscapes and landscapes.

### **Other Matters**

11. Concerns have been raised by interested parties regarding public safety. However, The Local Highway Authority note that the advert will be static, displayed for at least 10 seconds and the level of illuminance will accord with the guidance set by the Institute of Lighting Professionals. On this basis, the Local Highway Authority has concluded that there would be no unacceptable distraction to motorists and therefore no objection on highway grounds. Based on the evidence before me and my own observations on site, I have no reason to disagree with the Council in relation to public safety matters.

### **Conditions**

12. The five standard conditions set out in Schedule 2 of the 2007 Regulations are imposed in the terms of my decision. In addition to these, I find it necessary to impose conditions controlling the brightness, animation and the timing of image changes as well as requiring the display to freeze in the event of any malfunction. These are imposed in the interests of public safety and amenity. Those suggested by the Council has been sufficiently dealt with via the imposition of the above conditions and I do not find it necessary for further details to be agreed in writing prior.

### **Conclusion**

13. For the reasons given above, the appeal is allowed.

*N Teasdale*

INSPECTOR