



Appeal Decision

Site visit made on 12 March 2026

by H Jones BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 23 March 2026

Appeal Ref: APP/N4720/Z/26/3377653

Farsley Conservative Club, 51 Town Street, Farsley, Pudsey, Leeds LS28 5HX

- 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 Nicky Best (FCC Bar and Lounge) against the decision of Leeds City Council.
 - The application Ref is 25/05883/ADV.
 - The advertisements are flex face black framed lightboxes with back illumination using cool white LEDs printed UV protected skin over the face of the lightbox.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The advertisements the subject of the appeal are in place on site. Therefore, I have determined the appeal on a retrospective basis.
3. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and the National Planning Policy Framework (the Framework) make it clear that advertisements are subject to control only in the interests of amenity and public safety. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisement appeals. Even so, relevant development plan policies can be taken into account as a material consideration in advertisement appeals provided that they are relevant, and this is the basis on which I have determined the appeal.
4. The site lies within the Farsley Conservation Area (the CA). As a result, in reaching my decision, I have had special regard to section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Background and Main Issue

5. Informed by the consultation response of the highway authority, the Council has identified that the effects of the advertisements on public safety are acceptable. I agree with this conclusion. The Council's objections relate to the visual effects of the advertisements, including their effects on the character and appearance of the CA.
6. Therefore, the main issue is the effect of the advertisements on visual amenity, including the character and appearance of the CA.

Reasons

7. The CA's significance derives principally from its architectural and historic interest, demonstrated through evidence of Farsley's industrial growth. This is reflected in the surviving mill complexes and traditional housing, including both more modest terraced rows and larger dwellings, the latter indicating the wealth generated through industrial prosperity. Community development is also evident, illustrated by the likes of remaining political clubhouse buildings and public houses whilst a commercial character is created by a concentration of businesses including on Town Street. Many buildings within the CA display traditional design characteristics, local materials and, in some cases, ornate architectural detailing. Given the number of commercial premises within the CA, advertisements, including illuminated ones, feature as well. They vary in their design and their degree of sympathy with the CA's character and appearance.
8. The site relates to Farsley's Conservative/Constitutional Club building. It provides evidence of area's historic social and political life and contributes to understanding the development of Farsley's community identity. Furthermore, the building exhibits some traditional and ornate design features. This includes decorative stonework detailing to the likes of its roofline, its door and window surrounds, whilst a feature stained-glass window sits atop of an entrance door. For these reasons, the host building is a positive component of the CA, contributing to both its architectural and historic interest.
9. Consent is sought for two illuminated advertisements. Each adopt a lightbox design and, consequently, are deep. This means that each advertisement has a box-like appearance, and each project considerably from the property's side elevations. Consequently, the adverts are bulky additions to the property.
10. The illumination may be controlled, relatively low-level and static in nature, however, each advert has a considerable amount of illuminated text on it, which is varied in size, colour and design. This contrasts sharply with the black-coloured background and makes each advert strident.
11. Although, from some specific vantage points, the adverts benefit from some screening by buildings or other signage in the area there are many other locations where this is not the case, and the adverts are prominent within the street scene.
12. Therefore, as a result of the advertisements' design, bulk and illumination, they form unsympathetic additions to the host property. They are seen in conjunction with, and harmfully contrast with, the building's meritorious architectural features, and they detract from those traditional design characteristics which prevail within, and positively contribute towards, the CA's significance, harming its character and appearance.
13. In reaching these views, I have had regard to how commonplace advertisements are in the area and that, within locations with a concentration of commercial premises, they are to be expected. However, for the reasons I have given, the adverts the subject of the appeal are not well-designed examples. Therefore, despite those commercialised elements of the site's context, the adverts are not appropriate.
14. For the reasons given, the advertisements result in an unacceptable effect on visual amenity, including causing harm to the character and appearance of the CA.

Consequently, the advertisements conflict with Policies P10 and P11 of the Leeds Local Plan Core Strategy which require developments to be of high quality, to be appropriate to their context, protect visual amenity and conserve and enhance heritage assets. The adverts conflict with Policies BD8 and BD9 of the Leeds Unitary Development Plan (the UDP) which specifically relate to signage, requiring them to be well-designed, to not detract from visual amenity and to be carefully related to the character and architectural features of the building on which they are placed. Conflict also arises with UDP Policy GP5 since it requires all detailed planning considerations to be acceptably resolved whilst it seeks to prevent a loss of amenity. Finally, policy within the Framework sets out that the quality and character of places can suffer when advertisements are poorly sited and designed, and that would be the case here.

Other Matters

15. The consideration of advertisements should be subject to control only in the interests of amenity and public safety. Therefore, the advertisements' contributions towards the business and its branding are not matters which have a bearing on my decision.

Conclusion

16. For the reasons set out above, I conclude that the advertisements unacceptably harm amenity. Therefore, the appeal should be dismissed.

H Jones

INSPECTOR