
Appeal Decisions

Site visit made on 21 August 2020

by Gareth W Thomas BSc(Hons) MSc(Dist) PgDip MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 14 September 2020

Appeal A - Ref: APP/C3240/Y/20/3252965

16 and 16A Market Square, Wellington, Telford TF1 1BU

- The appeal is made under section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990 against a refusal to grant listed building consent.
 - The appeal is made by Telford Design & Development against the decision of Telford and Wrekin Council.
 - The application Ref TWC/2019/0857, dated 28 August 2019, was refused by notice dated 31 March 2020.
 - The works proposed are replacement shopfront sign and new hanging sign. Redecoration of shopfront.
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Appeal B - Ref: APP/C3240/H/20/3252964

16 and 16A Market Square, Wellington, Telford TF1 1BU

- 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.
 - The appeal is made by Telford Design & Development against the decision of Telford and Wrekin Council.
 - The application Ref TWC/2019/0761, dated 12 April 2019, was refused by notice dated 31 March 2020.
 - The advertisement proposed is for 1 No. non-illuminated shopfront fascia sign to replace existing and 1 No. hanging sign (non-illuminated).
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Appeal A: Decision

1. The appeal is allowed and listed building consent is granted for the installation of one no. non-illuminated fascia sign and one no. non-illuminated hanging sign and redecoration of shopfront at 16 and 16A Market Square, Wellington, Telford TF1 1BU subject to the following condition:

The works hereby permitted shall be carried out in accordance with the following approved plans: Location Plan 1/1250 dated 20 September 2019, Block Plan 1/500 dated 29 August 2019, Existing and Proposed Shopfront elevation Plan reference J002-SN-001, Proposed Signage Elevation Plan reference J002-SN-002 and Hanging Sign Bracket and Detail reference J002-SN-003.

Appeal B: Decision

1. The appeal is allowed and express consent is granted for the installation of one no. non-illuminated fascia sign and one no. non-illuminated hanging sign at 16 and 16A Market Square, Wellington, Telford TF1 1BU. 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 condition:

The consent hereby approved shall be carried out in accordance with the following approved plans: Location Plan 1/1250 dated 20 September 2019, Block Plan 1/500 dated 29 August 2019, Existing and Proposed Shopfront elevation Plan reference J002-SN-001, Proposed Signage Elevation Plan reference J002-SN-002 and Hanging Sign Bracket and Detail reference J002-SN-003.

Preliminary Matters

2. I have used the Council's description as indicated in its decision notices as they accurately portray what are before me.
3. The appellant indicates that the hanging sign may no longer be required. However, as they form part of the applications and decision notices, I have considered the merits of both the fascia and hanging signs. The fascia sign has already been installed.
4. Neither party has commented on the refurbishment works described in the application, which have now been carried out to a good standard. As there is no disagreement on the merits of those aspects of the scheme, which in any event appear to be works of maintenance, I need not consider this issue further.

Main Issue

5. The main issue for both appeals is the impact of the proposals on the special architectural and historic interest of this Grade II listed building known as 16 and 17 Market Square and whether the proposals preserve or enhance the character or appearance of the Wellington Conservation Area.

Reasons

6. S16(2) and S66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard to be had to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. S72(1) of the Act requires special attention to be had to the desirability of preserving or enhancing the character or appearance of that Area. Policy BE4 of the Telford & Wrekin Local Plan requires alterations to listed buildings to maintain the form, character and special interest of the building and ensure that their settings are not adversely affected. This policy reflects the statutory duties defined in the Act.
7. Nos. 16 and 17 Market Square is a Grade II listed building situated in a highly sensitive part of the Wellington Conservation Area (WCA). The listing describes the building as circa 1840, large red brick building with stuccoed dressings, three storeys with four bays. First and second floors coupled brick pilasters supporting entablature with heavy cornice and blocking course. Sashes with glazing bars, and panelled lintels with moulded hoods on console brackets. At ground floor mention is made of two modern shop fronts. The front elevation is uniform and retains much of its original appearance. The significance of the heritage asset is largely derived from the elegant and largely intact original frontage and from its position as part of a group that surround the square where it forms an attractive late Georgian and Victorian streetscape.

8. The building along with its neighbours in turn generally have an elegant and imposing appearance with their shopfronts contributing to the vibrancy of this central shopping area. Collectively, they make a positive contribution to the character and appearance of the WCA. The design of the shopfronts in this area has generally been carefully controlled by the Council and in the case of the host property, the shopfront incorporates traditional elements that are consistent with the original design of the building and what may be found in this particular conservation area.
9. The shopfront has recently been refurbished and a fascia board containing raised lettering, the name of the town and the company logo inserted into the existing cornice and moulded reveal of the shop's fascia. To my mind, this is an appropriate and restrained design response with the raised lettering and logo not particularly prominent either in the material components utilised or in terms of the extent of their projection from the front face of the fascia panel. Whilst the Council would prefer to see hand painted fascia signs, I do not find that the materials utilised here are unacceptable. Furthermore, the appellant points to several instances within the WCA where raised acrylic lettering have been successfully utilised.
10. Turning to the hanging sign, I find that the proposed positioning either side of the pilasters at fascia level to be entirely appropriate. The design of both the hanging bracket and sign are in keeping with the traditional appearance of the shopfront and would not exceed the depth or height of the fascia. For these reasons, the hanging sign would also be an appropriate and restrained design response.
11. In conclusion, the existing fascia sign is not in any way harmful and does not unacceptably detract from the elegant Georgian façade. Neither do I consider that the proposed hanging sign either alone or in combination with the fascia signage would result in an intrusive visual arrangement. Rather, both signs would complement the historic and architectural features of the appeal property and the significance of the building would thus be maintained. Moreover, the signs would at the very least preserve the character and appearance of the WCA.

Conclusion

12. For the above reasons, I conclude that both appeals should be allowed.

Gareth W Thomas

INSPECTOR