



Appeal Decision

Site visit made on 16 August 2022

by M Aqbal BA (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 23 August 2022

Appeal Ref: APP/D4635/Z/21/3284453

289 Wood End Road, Wolverhampton WV11 1YQ

- 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 Cardtronics UK Limited, trading as Cashzone against the decision of Wolverhampton City Council.
 - The application Ref 21/00973/ADV, dated 9 June 2021, was refused by notice dated 2 September 2021.
 - The advertisements proposed are an illuminated logo panel and illuminated surround sign associated with a automated teller machine.
-

Decision

1. The appeal is allowed and express consent is granted for the display of the signage as applied for. The consent is for years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Preliminary Matters

2. The appellant's application form seeks planning permission for the installation of an automatic teller machine (ATM) and advertisement consent for signage comprising an illuminated logo panel and illuminated surround sign for the ATM, which have already been installed along with the left-hand side of the entrance to the appeal property. However, the Council issued two separate decisions for the ATM and the signage, respectively. The appeal before me only relates to the signage. My decision, including the description of the proposal reflects this.
3. The main parties have confirmed that Appeal ref: APP/D4635/C/21/3284458, against an enforcement notice requiring the removal of the ATM and associated signage has been allowed, the enforcement notice was quashed and planning permission granted to retain the ATM.

Main Issue

4. The main issue is the effect of the proposed signage on the amenity of the area.

Reasons

5. The appeal property comprises one of a number of shops located at the southern end of a short retail service road that runs alongside the roundabout junction of Lower Prestwood Road and Wood End Road. These shops incorporate a range of signage, including some which is illuminated. As such, the variety of signage in the area reflects the commercial character and appearance of this cluster of shops.

6. The host property already incorporates externally illuminated fascia signs and applied vinyl signage to its shopfront. The new signage is integral to the design of the ATM and is proportionate to this and the shopfront of the host property. The location of the new signage also broadly aligns with the existing logos on the vinyl signage along the shopfront.
7. Consequently, the new signage is necessary and assimilates with the host unit and its existing signage. Furthermore, this does not result in any unacceptable visual clutter to the detriment of the character and appearance of the locality.
8. For the above reasons, the proposal has no unacceptable effect on the amenity of the area. As such, I find no conflict with saved Policy EP19 of the Wolverhampton Unitary Development Plan, adopted June 2006 and policies ENV3 and CSP4 of the Black Country Core Strategy, adopted 3 February 2011, insofar as these are material to considering amenity in this appeal.

Conclusion

9. I conclude that the appeal should be allowed, subject to the five standard conditions as set out in the Regulations.

M Aqbal

INSPECTOR