



Appeal Decision

Site visit made on 10 April 2025

by **P D Sedgwick BSc (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 25 April 2025

Appeal Ref: APP/D4635/Z/25/3362226

Hogshead Public House, 185-186 Stafford Street, Whitmore Reans, Wolverhampton, WV1 1NA

- 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 Stonegate Pub Company against the decision of City of Wolverhampton Council.
 - The application Ref is 24/01198/ADV.
 - The advertisement proposed is 2 sets of internally illuminated sets of text on rails 2 externally illuminated projection signs.
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Decision

1. The appeal is dismissed insofar as it related to 2 sets of internally illuminated sets of text on rails. The appeal is allowed insofar as it relates to 2 externally illuminated projection signs at Hogshead Public House, 185-186 Stafford Street, Whitmore Reans, Wolverhampton, WV1 1NA in accordance with the terms of the application Ref 24/01198/ADV, and express consent granted for their display. 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.

Preliminary Matter

2. At the time of my site visit, I saw that the signs were already erected. I have dealt with the appeal on that basis.

Main Issue

3. The main issue is whether the advertisements preserve or enhance the character or appearance of the Wolverhampton City Centre Conservation Area and their effect on the significance of a non-designated heritage asset.

Reasons

4. The appeal property is a 3 storey orange brick building located on the corner of Stafford Street and Broad Street in a mixed commercial area dominated by cafes and restaurants within the Wolverhampton City Centre Conservation Area (CA).
5. The building is locally listed, and thus a non-designated heritage asset (NDHA), which is described as a landmark building, in both its listing description and in the Wolverhampton City Centre Conservation Area Appraisal & Management Proposals (2007) (CAAMP), because of its prominent town centre location.

6. The main architectural feature it shares with other buildings in the area, which is noted in the CAAMP as contributing to the special character of the CA and justification for the building's designation as an NDHA, is its decorative terracotta tiles. These extend in columns from approximately ground floor windowsill height to just below the eaves, and in horizontal bands above ground floor windows and doors. Other features that contribute to the special character of the building include the recessed main entrance on the corner which is set back behind a series of brick arches and has an arched shaped leaded window above the door with a central circular glass pane and square panes either side of it. The other main entrance on Stafford Street also has brick arches above it and an arched window light. Most windows are sash, with the upper windows on the ground and first floor having multiple panes which also contribute to the building's character.
7. The council's Supplementary Planning Guidance No.7 - Outdoor Advertisements and Signs (SPD) advises that signs in conservation areas should be integral to, and in harmony with, the building in terms of colour, scale and proportions, and favours sign written fascia boards over projecting letters.
8. The illuminated fascia signs sit above both main entrance doors. The lettering projects forward of a decorative floral and leaf surround which extends above and to the side of the lettering and drops down either side of the door entrances. The lettering is on metal rails which extend beyond it on either side and are clearly visible and obtrusive. The floral pattern surrounding the letters to some extent reflects the leaf and flower design of the terracotta tiles. However, because of their colour and their size, the signs dominate the building and draw attention away from the terracotta tiles and other important features. The sign at the Stafford Road entrance covers some of the tiles either side of the door and both signs sit in front of the brick arches and window lights above the doors, obstructing views of them. Consequently, the signs fail to harmonise and integrate with the building and thus harm its character and appearance and the visual amenity of the area.
9. Given the small scale of the development within the context of the Conservation Area as a whole, it would not harm its character. There would however be harm in terms of its appearance. The harm would be localised, limited and less than substantial but would nevertheless be contrary to Policies D6, D9 and HE11 of the Wolverhampton Unitary Development Plan (2006), Policies CPS4, ENV2 and ENV3 of the Black Country Core Strategy (2011) and the SPD which require that advertisements should not obstruct or detract from the character or appearance of the conservation area or the architectural features of the buildings on which they are displayed.
10. Any harm to the significance of a designated heritage asset requires justification in accordance with paragraph 215 of the National Planning Policy Framework (2024). No public benefits have been put forward which would outweigh the identified harm to the CA.
11. The 2 projecting signs are located on both Broad Street and Staffordshire Road elevations. They hang from brackets that project out just above the first floor string course. They are approximately shield shaped, are located to the side and above ground floor windows and are no bigger than might be expected of signage for a public house. They do not obscure, or detract from, any of the characteristics that I have described as important to the special interest of the building and wider area and would have a neutral effect, thus preserving the character and appearance of

the CA and the NDHA and do not conflict with the above described policies. I therefore consider a split decision would be appropriate to allow planning permission for these elements of the proposal.

Conclusion

12. For the reasons given above, I conclude that the appeal should succeed in relation to the 2 externally illuminated projection signs. However, in relation to the 2 sets of internally illuminated sets of text on rails, the appeal should be dismissed.

P D Sedgwick

INSPECTOR