



Appeal Decision

Site visit made on 25 July 2025

by A. J. Boughton MA (IPSD) Dip.Arch. Dip.(Conservation) RIBA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 August 2025

Appeal Ref: APP/C4615/Z/25/3364524

Land adjoining the south side of Park Road Halesowen Dudley B63 2RG

- 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 Dudley Metropolitan Borough Council.
 - The application Ref is P25/0037.
 - The advertisement proposed is Display 4 No. non-illuminated 48-Sheet paper and paste advertising displays.
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Decision

1. The appeal is allowed and express consent is granted for the display of 4 No. non-illuminated 48-Sheet paper and paste advertising displays at Land adjoining the south side of Park Road Halesowen Dudley B63 2RG in accordance with the terms of the application, Ref P25/0037, dated 9 January 2025 and drawing Ref: 19136/PA/04. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

Preliminary Matter

2. The appeal site lies within the West Midlands Green Belt, however the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) make clear that control of advertisements should only be exercised in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. The National Planning Policy Framework (the Framework) and the Planning Practice Guidance (PPG) reiterates this approach.

Main Issue

3. The main issue is the effect of the proposal on the visual amenity of the area.

Reasons

4. The appeal sites are located at the edges of a small triangular area of car parking set above, and to the south side of, A458 Park Road giving access to a community football and leisure facility which sits within a larger area of woodland, all within

Dudley Borough's designated Green Belt. The proposed displays would be set in two pairs¹ respectively on the eastern and south-western sides of the car park which lies opposite an Industrial Park. Both pairs of signs would be set against perimeter fencing and the trees behind all within a wider setting of Park Road which is dominated by commercial and other forms of non-residential development on its northern side. Whilst the proposed displays would be on the opposite side of Park Road to the Hayes industrial park and at a point where the undeveloped part of the green belt encloses the south side of Park Road they would, nevertheless, have a strong visual association with the commercial uses in the immediate area which include, on its south side, a 'drive-through' chain restaurant some 150m to the east and access to a number of visually prominent commercial premises on both sides of Park Road further to the west including vehicle dealerships and builders supply premises with their associated paraphernalia². There is also a large freestanding digital display with changing images set against one of the small sections of woodland which remain.

5. The existing street scene, consequently, includes a range of signage and display advertisement both on buildings or otherwise associated with, and characteristic of, commercial land uses which surround the appeal location. Overall the proposal would not be incompatible with the character of the area and would not further detriment, neither cumulatively nor individually, the visual amenity of the location in which they would be set. I note the Council's references to other policies, however the matter before me is concerned with the effect of the proposal on visual amenity³ and is to be determined on that basis as the Control of Advertisements Regulations require and Planning Practice Guidance require. In so far as relevant to the matter before me I conclude there would be no conflict with Policy D12 of the Dudley Borough Development Strategy (2017) which seeks to avoid detriment to the visual character of the area and that, having considered all matters raised, there would be no detriment to the visual amenity of the location from the proposed displays. Consequently the appeal should succeed in the terms set out subject to the usual standard conditions.

Andrew Boughton

INSPECTOR

¹ referred to as displays E&F and G&H on drawing 19136/PA/04

² Which present prominent and colourful retail signage to the street

³ It is not suggested that the proposal would harm public safety