



Appeal Decision

Site visit made on 14 August 2025

by Ian McHugh DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 29 August 2025

Appeal Ref: APP/D4635/Z/25/3364099

Blakenhall Service Station, 327 Dudley Road, Wolverhampton, WV2 3JY

- 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 Ronit Jangra against the decision of Wolverhampton City Council.
 - The application Ref is 24/01367/ADV.
 - The advertisement proposed is the display of an illuminated electric screen.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal on the appearance of the streetscene.

Reasons

3. The appeal proposal is to attach an illuminated digital advertisement display on the gable wall of an end-of terrace dwelling. The property is adjacent to a busy petrol station and shop and is within an area of mixed commercial and residential uses. The nature of the area means that there are numerous signs along this busy and bustling stretch of Dudley Road. These include both illuminated and non-illuminated fascia and projecting signs. Signage associated with the petrol station is particularly prominent in the streetscene.
4. The proposed advertisement display would measure 6m x 3m. Its base would be 2.5m above ground level. The screen would be illuminated with changing displays. The appellant has stated that he would be prepared to accept conditions relating to the intensity of illumination and the frequency of displays, should the appeal be allowed.
5. The Council considers that the proposal would detract from the host building and the surrounding area, because of its size and prominence. It refers to a conflict with a number of policies of the Wolverhampton Unitary Development Plan 2001-2011, including Policy EP19. This states, amongst other things, that outdoor advertisements will not be permitted where their location, scale, design or means of illumination would have a harmful effect on public safety or on the appearance of the area.
6. Although the application site is within a busy area of mixed land uses and where signage is commonplace, the proposed display would be excessively large and overly prominent. As such, it would add to the somewhat cluttered appearance of

the streetscene and would detract from both the host building and the local area. Furthermore, I am not persuaded that conditions as suggested by the appellant would mitigate the harm that I have identified.

Conclusion

7. For the reasons above, it concluded that the appeal be dismissed.

Ian McHugh

INSPECTOR