



Appeal Decision

Site visit made on 9 February 2026

by **B Plenty BSc (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 25 February 2026

Appeal Ref: APP/C3240/Z/25/3376002

Lower Bar Service Station, Lower Bar, Newport, Shropshire TF10 7JA

- 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 Telford & Wrekin Council.
 - The application Ref is TWC/2025/0593.
 - The advertisement proposed is the display of 1no. internally illuminated digital display.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Council has referenced policies it considers to be relevant to this appeal and I have taken these into account as a material consideration. However, powers under the Town and Country Planning (Control of Advertisements) Regulations 2007 (The Regulations) to control advertisements may only be exercised in the interests of visual amenity and public safety, taking account of any material factors. Consequently, the Council's policies have not by themselves been decisive in my determination.

Main Issue

3. Paragraph 141 of the Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. The Council has not raised any public safety concerns, and I have no reason to disagree. Accordingly, the main issue is the effect of the advertisement upon the visual amenity of the area.

Reasons

4. Lower Bar Service Station consists of a petrol station and convenience food store on the corner of Salters Lane and Lower Bar. The plot is adjacent to Newport Conservation Area (NCA) and close to a number of Grade II listed buildings, including 1 Salters Lane, 5 Lower Bar, The Swan Public House, Bridge Terrace and a Scheduled Monument (roving bridge and lock). The site is also adjacent to the Newport canal. Therefore the site's context includes a range of traditional buildings, of varying styles and scales, within a pleasant historic setting. The surrounding area consists of both residential and commercial uses, signage on local businesses is generally modest and subdued.

5. The appeal site includes a canopy and a single storey building of modest architectural interest. Signage includes a totem sign that, together with fascia signage within the canopy and building, provide corporate branding across the site. Further advertisements are noted throughout the site including flag signs, banners and post signs which advertise some of the products for sale within the shop. The conglomeration of corporate and product advertising combines to create an overall negative visual impact of the site, reinforcing its utilitarian nature at odds with the wider subdued advertising seen on local business premises. Accordingly, the site makes a neutral to moderately negative contribution to the character and appearance of the area.
6. The proposed digital display advertisement would be located adjacent to a vehicular entrance into the site, alongside Lower Bar, perpendicular to the highway. Whilst relatively narrow this would be around 2.4 metres tall. It would therefore be a rather dominant feature, compared to passing pedestrians, and would add to the proliferation of existing signage on site. This would draw the eye when approaching the site, placing an obtrusive feature within such views and eroding the pleasant appearance of the surrounding historic streetscape, exacerbated by it being an internally illuminated advertisement. Furthermore, when approaching the site from the south views take in the listed buildings of 5 Lower Bar and The Swan. Existing trees and vegetation would not screen the proposal in these views.
7. Although next to a small pocket of landscape planting on the corner, the proposed advertisement would be set away from the main forecourt and be close to buildings along Salters Lane. The visual effect of this would be to extend the abundance of existing advertisements towards the conservation area. Consequently, the proposal would add to visual clutter of existing advertisements and erode the pleasant setting of local traditional buildings. Consequently, the proposal would conflict with paragraph 141 and 135(c) of the Framework. This requires proposals to consider the effect of advertisements on amenity and to be sympathetic to the local character and history of an area.
8. It is reported that the proposal would replace existing temporary banner advertisements within the forecourt, shown at figures 9 and 10 of the appellant's statement. However, this would only reduce the quantum of the many advertisements on site by a modest extent and would not adequately negate the identified harm. Furthermore, the imposition of conditions, such as to limit brightness levels, would not materially reduce the overall adverse effect of the proposal.
9. Consequently, the proposed advertisement would harm the amenity of the local area, which includes a range of heritage assets, when considered cumulatively. In accordance with the Regulations, I have also considered the development plan so far as it is material. In harming the amenity of the area, the proposal would also fail to comply with Policies SP2, SP4, EC10, BE1 and BE4 of the Telford & Wrekin Local Plan [2018]. These policies require, among other matters, for development to respond positively to an area's context, for advertisements to not cause visual intrusion and to prevent harm to a listed building. Policy BE5 relates to development within conservation areas and therefore weighs neither for nor against the proposal.

Other Matters

10. The Council finds harm to the NCA and identifies that public benefits do not outweigh the harm. Nonetheless, s72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 only imposes a statutory duty on a decision maker for development within conservation areas and then with advertisements for the purposes of considerations of 'amenity'.
11. The appellant has referred to four petrol filling station sites that demonstrate where the proposed type of advertisement has been approved. However, whilst these are reported to be within or adjacent to conservation areas, the specific context of these sites does not demonstrate that these are directly comparable.
12. It is recognised that digital advertising provides operational benefits to the operator and that across the country traditional advertisement hoardings are being replaced with fewer digital boards, decluttering areas. However, the appellant's figure 11 demonstrating this, clearly relates to data pertaining to 48-sheet advertisements, and therefore is of limited relevance to the proposal. Furthermore, whilst noted, the environmental, social and economic benefits identified by the appellant are regarded to be of modest benefits only.

Conclusion

13. For the above reasons, the appeal is dismissed.

B Plenty

INSPECTOR