



Appeal Decisions

Site visit made on 21 January 2026

by **N Kempton BAHons, PGDip, MA, IHBC, MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 24 June 2026

Appeal A Ref: APP/M4510/W/25/3375213

Pavement Outside Greggs, Unit 2, Wellbar Central, 36 Gallowgate, Newcastle Upon Tyne, NE1 4TD

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
 - The appeal is made by In Focus Networks Limited against the decision of Newcastle City Council.
 - The application Ref is 2025/1016/01/DET.
 - The development proposed is described as 'installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator'.
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Appeal B Ref: APP/M4510/H/25/3375210

Pavement Outside Wellbar Central, Gallowgate, Newcastle Upon Tyne, NE1 4TD

- 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 Mr Nathan Still on behalf of In Focus Public Networks Limited against the decision of Newcastle City Council.
 - The application Ref is 2025/1008/01/ADV.
 - The advertisement proposed is described as 'installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator'.
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Decision

1. Appeal A - The appeal is dismissed.
2. Appeal B - The appeal is dismissed.

Preliminary Matters

3. The proposal concerns development within the setting of listed buildings. As required by sections 16(2), 66(1) of the Planning (Listed Building and Conservation Areas) Act 1990 (the Act), I have had special regard to the desirability of preserving the listed buildings or their setting or any features of special architectural or historic interest which they possess.
4. In the banner headings above, I have taken the description of development from the original application forms, respectively. The pair of appeals relate to the same overall proposal. They differ only in that Appeal A is for planning permission to install a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator, which would be mounted on the pavement. Appeal B is for advertisement consent for the display of a single sided illuminated and sequential advertisement display which would be integrated within the Hub unit. I have considered each part of the proposal on its individual merits. However, to avoid duplication I have dealt with the two parts of the proposal together, except where otherwise indicated.

5. In respect of Appeal B the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that applications for the display of advertisements are considered 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.

Main Issues

6. The main issues in relation to Appeal A are the effect of the proposal on the:
 - amenity of the street scene, with particular regard to the setting of listed buildings in the vicinity, including grade I listed Church of St Andrew, grade II listed Magnet Court/ Andrew's House and numbers 1-15 Gallowgate, which are also grade II listed;
 - character and appearance of the wider area, with particular regard to the setting of the Central Conservation Area (CA).
7. In relation to Appeal B, the Council has not raised concerns regarding public safety, based on the evidence before me and given the wide section of the public footway at this point, I have no reason to disagree with this view. The appeal site is within the setting of the CA, therefore, the main issue for Appeal B is the effect of the proposal on the amenity of the street scene, having particular regard to its effect on the setting of the CA.

Reasons

Significance of LBs and the CA

8. The appeal site is located on Gallowgate, which borders the CA. Encompassing the historic heart of Newcastle, the CA is designated for its special architectural and historic interest. The significance of the CA primarily derives from its concentration of significant civic, commercial and cultural buildings, many of which are listed, reflecting Newcastle's growth as a major regional centre. The area's character is shaped by historic street patterns that predate modern redevelopment, preserving the medieval and Georgian layout in parts. Architectural diversity is evident, including Victorian commercial buildings, Edwardian civic structures, and earlier historic fabric. There is a strong civic identity, with major public buildings and spaces contributing to a sense of grandeur and urban importance. All these matters contribute to the area's significance. The configuration of Gallowgate contributes to the area's civic character, heritage value and evolving public realm, and provides a setting which serves to reinforce important qualities of the CA.
9. St Andrew's Church is a centrally located medieval landmark on the north-western edge of Newcastle's historic core. It contributes strongly to the character of the CA and historic townscape. It is a place of worship, being one of the oldest surviving churches in the city, which formerly served as a chapel connected to St Nicholas' Church, now Newcastle Cathedral. The building's significance includes: its early Norman architecture with origins in the 12th century; deep historical roots in Newcastle's ecclesiastical development, architectural and urban history; its prominent position adjacent to surviving sections of Newcastle's ancient walls and close to the site of the former New Gate; its strong evidential and historical connection with the medieval street pattern and defensive layout of Newcastle.

10. The Church is visually distinguished from the surrounding dense urban development by the openness of the walled churchyard, fronting Newgate Street and extending up to and adjoining Gallowgate, diagonally opposite the appeal site. This openness allows important views of the medieval building and tower within the modern city.
11. The special interest and significance of the listed Church, insofar as it relates to these appeals, primarily derives from its important and enduring presence in this part of the city and is testament to its evolution over time.
12. The setting of St Andrew's Church is a key component of its architectural, historical, and communal significance. The Church's townscape setting is defined by a mixture of historic and modern city centre buildings, including commercial, educational, residential, and leisure developments.
13. Magnet Court, formerly known as Andrew's House, fronts Gallowgate. The building is a well-preserved example of 1930s corporate architecture, which represents inter-war modernity. The special interest and significance of the listed building primarily derives from its: Art Deco design; steel- frame construction clad in brick and Portland stone with a curved façade, which follows the alignment of the street; the sculptural relief panels illustrating the importance of the electrical industry and technological optimism in Britain's industrial and social development. These distinctive panels are of interest by reason of their rarity and quality. Pertinent to these appeals, special interest and significance also stem, in part, from this listed building's setting, occupying a highly visible position on one of Newcastle's principal historic streets and the strong contribution it makes to the historic townscape of Gallowgate.
14. In close proximity to Magnet Court, numbers 1-15 Gallowgate is a highly decorative late-Victorian commercial block, which occupies a prominent corner position on the south side of the street. Constructed of brick with ashlar stone dressings, the building features a distinctive corner copper turret, ornate shaped gables and finials, pedimented dormers and richly detailed shopfronts. These elements create an animated skyline and positively contribute to views along Gallowgate.
15. Numbers 1-15 Gallowgate, together with other historic commercial buildings along Gallowgate, positively contribute to and form a visually coherent historic streetscape despite being built in different periods. Collectively, this ensemble illustrates Newcastle's growth as a regional commercial centre. Their shared significance comes from demonstrating the city's historic development and layered urban streetscape, economic prosperity and importance, and the changing urban character over time. The settings of these heritage assets and the contribution they make to the significance of those assets, in so far as relating to these appeals, is derived from the rich historic character of the urban townscape and its buildings, streets and spaces.
16. There is inter-visibility between all the identified heritage assets and the appeal site, to varying extents. Some contextual views of these heritage assets include the appeal site. I observed that the appeal site features in longer views towards the CA and lies within its setting and that of the identified listed buildings nearby. The visual relationship between the appeal site and the heritage assets therefore

contributes to their settings. I have had special regard to this matter in considering these appeals.

Character and appearance and amenity

17. The proposed Hub unit would occupy a highly prominent position, sited in relative isolation within a wide section of the public footway. The structure, and in particular its LCD screen, would also be in the foreground in key views towards the Church of St Andrew, as viewed from the seating area and art installation at the junction of St Andrew Street with Gallowgate, and travelling eastwards along Gallowgate.
18. The south side of Gallowgate delineates the historic core and defines the CA boundary. Notwithstanding the different character on the north side of Gallowgate, the Hub unit would appear dominant in views of the church tower. The Hub unit would compromise the spatial setting of the church tower and would detract from the prominence, presence and position of the tower to the detriment of its setting and significance.
19. The Hub unit would also be visible in the foreground of other key heritage assets, including Magnet Court/ Andrew's House and numbers 1-15 Gallowgate. However, these designated heritage assets are further along Gallowgate where the character, grain and alignment of the street changes, and as such, the harm identified to the setting of these assets would be diminished, but there would still be some harm.
20. The Hub unit would introduce an intrusive and visually discordant element into a sensitive historic townscape. Its position within the pedestrian realm would further amplify its prominence, drawing attention away from the architectural and historic qualities of surrounding listed buildings and detract from the openness of the Wellbar Centre forecourt. This would undermine the ability of users of the street to appreciate the established character, setting and visual coherence of the area.
21. The illumination and sequential operation of the digital display, from dusk to dawn, would intensify its visual impact, creating a conspicuous and incongruous feature at odds with the established streetscape. In close proximity to designated heritage assets, the proposal would appear out of keeping with the prevailing historic environment. The cumulative effect would be an erosion of the setting of nearby listed buildings, the setting of the CA and the wider street scene. I find that there would be less than substantial harm, at the lower end of the scale, in relation to the significance of the designated heritage assets that I have identified, but nevertheless of considerable importance and weight.
22. Accordingly, the proposed development represents poor site selection within an otherwise spacious and visually sensitive public realm, which would result in harm to visual amenity and to the setting and therefore the significance of designated heritage assets that I have identified.

Public benefits and planning balance

23. In relation to Appeal A, the provision of free services to the public, such as phone charging facilities, free calls, internet access, interactive wayfinding and a defibrillator, weigh in favour of the proposal. Furthermore, the removal of an existing phone kiosk on Westgate Road is noted. However, even if taken together, the public benefits before me are not sufficient to outweigh the harm identified. The

harm, which is less than substantial and at the lower end of the scale of harm, must be considered in the context of paragraph 212 of the Framework, which establishes that great weight should be given to the conservation of a heritage asset.

24. Therefore, Appeal A would conflict with the following policies of the Urban Core Plan for Gateshead and Newcastle Upon Tyne 2010-30: Policy UC12 Urban Design, which focusses on ensuring that development proposals deliver high quality locally distinctive places in terms of architecture and public realm. Amongst other things, the policy requires development to be designed to respect and enhance the positive characteristics and context; Policy UC14 Heritage and Policy requires development proposals to respect the historical legacy, varied character and appearance of the historic environment, including maximising opportunities to sustain and enhance the significance of heritage assets and their setting; Policy CS15 Place Making, which requires developments to contribute to good place-making through the delivery of high- quality and sustainable design, and the conservation and enhancement of the historic environment. This policy sets out requirements including, that development will respond positively to local distinctiveness and character, and respect and enhance significant views and the setting of heritage assets.
25. Appeal A would also conflict with the following policies of the Development and Allocations Plan 2015-2030: Policy DM16 Conservation and Enhancement of the Setting of Heritage Assets, which requires proposals that impact on the setting of heritage assets to ensure that its design, siting, form and appearance conserves or enhances the significance of the heritage asset, its setting and surrounding key views; and Policy DM20 Design, which sets out a number of requirements which developments are expected to deliver in the interests of high quality and sustainable design.
26. For similar reasons, I find Appeal B would result in unacceptable harm to the amenity of the area.

Conclusion

27. I conclude that in respect of Appeal A the development would be detrimental to the amenity of the street scene, with particular regard to the setting of the grade I listed building, St Andrew's Church, Magnet Court/ Andrew's House and numbers 1-15 Gallowgate. The proposal would be detrimental to the significance of the CA owing to the harm arising through development within the setting of this designated heritage asset. The proposal would conflict with the development plan in these respects.
28. Section 38(6) of the Act requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. I do not find material considerations in this case that would justify departing from the relevant development plan policies.
29. I conclude that in respect of Appeal B the proposed digital advertising panel would be harmful to amenity of the street scene.
30. For the reasons given above, I conclude that both appeals should be dismissed.

N Kempton

INSPECTOR