

CITY OF WOLVERHAMPTON COUNCIL
Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations 2007

Agent

Mr Richard Jewkes
Simpatico Town Planning
33, Musk Lane West
Lower Gornal
DY3 2UJ

Applicant

Mr T Hayden
Good Shepherd Services (Charity number:
1165909)
65 Waterloo Road
Wolverhampton
WV1 4QU

Our Ref:	24/00494/ADV
Site:	63-65 Waterloo Road Wolverhampton West Midlands WV1 4QU
Proposal:	Hand painted temporary mural artworks

City of Wolverhampton Council as the Local Planning Authority hereby **Grant Advertisement Consent** for the advertisement(s) proposed in this application, in accordance with the submitted plans and drawings, subject to the following conditions.

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
 - a. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air: or
 - c. Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Civic Centre
St Peter's Square
Wolverhampton
WV1 1RP
Telephone 01902 555610

Authorised Officer: _____
Date.: 8 May 2024



Mr Stephen Alexander

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

The above standard conditions are pursuant the Town and Country Planning (Control of Advertisements) Regulations 2007.

6. The advertisements hereby permitted shall accord with the submitted drawing and supporting statement.

Reason: For the avoidance of doubt.

7. The advertisements shall be permanently removed and the wall painted in a colour to match the rest of the building on or before the 8 May 2029, unless a further advertisement consent to extend this period has been granted before it expires.

Reason: To enable the local planning authority to review the impact of the advertisement on the visual amenity of the area.

8. The advertisements shall not be illuminated.

Reason: In the interests of the visual amenity of the area.


Summary of Reasons for Decision

The advertisements will be visible from some of the residential windows of the apartments on the opposite side of Molyneux Alley but the signs will be hand painted and non-illuminated. There will not be an impact on the visual amenities of the area or highway safety that would have justified a reason for refusing the application.

In dealing with the application, the local planning authority has worked with the applicant in a positive, creative and proactive manner to secure a development that will improve the economic, social and environmental conditions of the area, in accordance with paragraph 38 of the National Planning Policy Framework (December 2023).

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Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to grant subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990. You must do so within 6 months of the date of this notice on a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 0000) or online at <https://www.gov.uk/appeal-planning-decision>.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted express consent for the display of an advertisement or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

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