

Monday, September 22, 2025 at 15:00:04 British Summer Time

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**Subject:** RE: Applications for Shop Front Signage  
**Date:** Friday, 5 September 2025 at 17:17:30 British Summer Time  
**From:** Lynn Parker  
**To:** Town Clerk  
**CC:** planning.southern

Good Afternoon Trudie,

Re the email trail below, whether the location is within a Conservation Area or not does not generally have a bearing on whether Advertisement Consent is required for signage. However, the regulations are worded such that the triggers for requiring Advertisement Consent would also protect the Conservation Area e.g. if a shop sign is proposed to be illuminated (other than to indicate medical services) it requires Advertisement Consent, and if it is within a Conservation Area it would be unlikely that such an application would be supported by officers – illuminated signs in Conservation Areas are strongly resisted. Additionally, it would be expected that any signage proposed through an Advertisement Consent Application in a Conservation Area would be of high quality and consist of appropriate traditional materials.

There is some signage such as advertisements on hoardings around temporary construction sites that do require Advertisement Consent if the site is within a Conservation Area.

I trust this information is of some help to you.


My regards,

*Lynn Parker*  
Principal Planning Officer  
Development Management  
Legal, Governance and Planning  
Shropshire Council  
Tel: 01743 258634  
Email: [lynn.parker@shropshire.gov.uk](mailto:lynn.parker@shropshire.gov.uk)

Email: [planning.southern@shropshire.gov.uk](mailto:planning.southern@shropshire.gov.uk), Tel: 01743 258920

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**From:** Town Clerk <[townclerk@muchwenlock-tc.gov.uk](mailto:townclerk@muchwenlock-tc.gov.uk)>  
**Sent:** 04 September 2025 11:49  
**To:** planning.southern <[planning.southern@shropshire.gov.uk](mailto:planning.southern@shropshire.gov.uk)>  
**Subject:** Re: Applications for Shop Front Signage

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Hello Gill

Thanks for the information. I can see no mention of Conservation Areas in the guidance. Does

location in a Conservation Area have any bearing on whether planning permission is needed for a sign or not?

Regards

Trudi

Trudi M Barrett  
Town Clerk  
Much Wenlock Town Council

Tel: 01952 727509

Email: [townclerk@muchwenlock-tc.gov.uk](mailto:townclerk@muchwenlock-tc.gov.uk)

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**From:** Gill Fuller <[gill.fuller@shropshire.gov.uk](mailto:gill.fuller@shropshire.gov.uk)> on behalf of "planning.southern" <[planning.southern@shropshire.gov.uk](mailto:planning.southern@shropshire.gov.uk)>

**Date:** Thursday, 4 September 2025 at 08:23

**To:** Trudi Barrett <[townclerk@muchwenlock-tc.gov.uk](mailto:townclerk@muchwenlock-tc.gov.uk)>

**Subject:** RE: Applications for Shop Front Signage

Good morning

I have attached the guidance note on advertisements taken from the Planning Portal.

Kind regards

Gill Fuller  
Technical Support Officer (South)

☎ 01743 258920

✉ [planning.southern@shropshire.gov.uk](mailto:planning.southern@shropshire.gov.uk) 🌐 [www.shropshire.gov.uk](http://www.shropshire.gov.uk)

📮 Shropshire Council | Legal Governance and Planning | P O Box 4826 | Shrewsbury | SY1 9LJ

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**From:** Town Clerk <[townclerk@muchwenlock-tc.gov.uk](mailto:townclerk@muchwenlock-tc.gov.uk)>

**Sent:** 03 September 2025 16:47

**To:** planning.southern <[planning.southern@shropshire.gov.uk](mailto:planning.southern@shropshire.gov.uk)>

**Subject:** Applications for Shop Front Signage

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Good afternoon

Could you tell me whether an application for consent to display an advertisement should be submitted for all new or altered shop signs in Much Wenlock Conservation Area?

Town Councillors have noted that the Gaskell Arms recently submitted an application for new signage. Would a similar application be required for shops in the town if they installed new signs or changed signs on their shop frontage?