
Appeal Decision

Site visit made on 18 April 2017

by Darren Hendley BA(Hons) MA MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 4 May 2017

Appeal Ref: APP/Q3060/Z/17/3167681
203 Castle Boulevard, Nottingham NG7 1GY

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Henry Thomas, Space Outdoor Limited against the decision of City of Nottingham Council.
 - The application Ref 16/02611/ADV2, dated 9th November 2016, was refused by notice dated 3rd January 2017.
 - The advertisement proposed is 1 x 48 sheet rear illuminated advertising hoarding.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposed advertising hoarding on the amenity of the property and the area.

Reasons

3. The proposed hoarding would be located on the brick gable end of a residential property in a prominent location, close to the Castle Boulevard and Castle Bridge signalised traffic junction. The simple form of the gable end of the property maintains an unobtrusive appearance, despite its prominent location.
 4. Properties immediately adjacent to the appeal site are also in non-commercial use and this predominantly residential area extends towards the Castle Marina and along the south side of Castle Boulevard. Whilst there is some signage, these are related to small shop uses and their small scale means they do not challenge the overriding character of the area.
 5. Larger retail and commercial properties, with fascia, projecting and low totem signage, are found along Castle Boulevard in the direction of the city centre. These are however distinctly separated from the appeal site by the signalised traffic junction.
 6. The proposed hoarding, including the associated 'fencing' structure, would extend from ground level up to the eaves of the property, a height of some 7.5m. It would also extend nearly across the width of the gable end. The size and scale of the proposed hoarding, together with its illumination, would substantially alter the simple visual appearance of the gable end of the property, which I consider to be of detriment to its visual amenities.
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7. The size and scale of the proposed hoarding would also be prominent in the broader visual amenities of the area, and would extend the presence of uncharacteristic larger scale commercial signage into the predominantly residential area. I do not accept that the surroundings would benefit visually from the colour and life of the proposed hoarding due to its discordant nature. I consider it would be of significant detriment to the visual amenities of the area and have an appreciable harmful impact on the building and its surroundings.
8. The Council has drawn my attention to 'Saved' Policy BE19 of the Nottingham Local Plan (adopted 2005) in respect of advertisement control. The Advertisement Regulations (2007) only permit amenity and public safety to be taken into account. Whilst I have had regard to this policy as a material consideration, it has not by itself been a decisive consideration in my determination of this appeal.

Conclusion

9. I conclude the proposed hoarding would be detrimental to the amenity of the property and the area, and would not comply with paragraph 67 of the National Planning Policy Framework as it would have a negative impact on the appearance of the environment. Accordingly, the appeal should be dismissed.

Darren Hendley

INSPECTOR