

## Appeal Decision

Site visit made on 23 May 2017

**by Thomas Hatfield BA (Hons) MA MRTPI**

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

**Decision date: 15<sup>th</sup> June 2017**

---

**Appeal Ref: APP/N1025/Z/17/3170828**

**Lidl, Station Road, Sandiacre, NG10 5BE**

- 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 J Skilki against the decision of Erewash Borough Council.
  - The application Ref ERE/1116/0051, dated 21 November 2016, was refused by notice dated 11 January 2017.
  - The advertisement proposed is 2 x Fascia signs on glazed elevations, 3 x billboard/hoardings on northern store elevation, 1 x 48 sheet billboard in car park, 1 x Pylon sign at site entrance, 1 x Poster display unit by trolley bay.
- 

### Decision

1. The appeal is allowed and express consent is granted for the display of the 1 x 48 sheet billboard in car park and 3 x billboard/hoardings on northern store elevation as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

### Procedural Matters

2. The original planning application proposed a number of advertisements. The Council issued a split decision that granted consent for some of these, but refused permission for the 48 sheet billboard adjacent to the car park and 3 billboard/hoardings on northern elevation of the store. My Decision relates solely to those advertisements that were refused permission by the Council.
3. The 48 sheet billboard sign and 2 of the 3 billboard/hoarding signs have already been erected, and the appeal is therefore partly retrospective in nature.

### Main Issue

4. The main issue is the effect of the proposed signs on the visual amenity of the area.

### Reasons

5. The Lidl store is a medium sized supermarket located within Sandiacre Local Centre. The proposed signs are located around the edge of the store car park and are visible from Station Road.
  6. The proposed 48 sheet billboard sign is positioned at the western edge of the existing car park, and is in an elevated position. Whilst it is relatively large in
-

size, it is set back from the road and is orientated inwards towards the car park. Due to this position, it is not unduly dominant when viewed from Station Road in my view. It is also positioned away from other advertisements and signage, and I therefore do not consider that it contributes to visual clutter. Moreover, the character of Station Road is that of a local centre with numerous shops and businesses, each with their own commercial signage. There are also similar billboards in relatively close proximity to the site. In these circumstances, I do not consider that the 48 sheet billboard sign would harm the visual amenity of the area.

7. The 3 billboard/hoarding signs would face onto the store car park and towards Station Road. They would be positioned at a low level and so would be periodically obscured from the road by parked cars during opening hours. They would also occupy only a small proportion of what is an otherwise relatively plain elevation. Given their size, position on the building, and distance from the road, I do not consider that they would be harmful to the surrounding area.
8. Separately, the illumination of the advertisements would be seen in conjunction with the existing, more powerful, lighting to the store and car park. Accordingly, I do not consider that this would make them unduly prominent.
9. For the above reasons, I conclude that the proposed advertisements would not have any unacceptable effect on the visual amenity of the area.

#### **Other Matters**

10. The appeal site is located to the south east of the Sandiacre Canal Side Conservation Area. However, there is a significant gap to the edge of the conservation area, and given the size and position of the signs, I do not consider that its setting would be harmed.
11. Given the size of the existing store and car park in comparison to other premises in the local centre, I do not consider that the appeal signage would necessarily create a precedent for future advertisements.
12. There is no evidence before me that the signage would prejudice the ability to develop any adjacent site.

#### **Conclusion**

13. For the reasons given above I conclude that the display of the 1 x 48 sheet billboard in car park and 3 x Billboard/hoardings on northern store elevation would not be detrimental to the interests of amenity.

*Thomas Hatfield*

INSPECTOR