



Appeal Decision

Site visit made on 24 September 2019 by L Wilson BA (Hons) MA

Decision by A U Ghafoor BSc (Hons) MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 October 2019

Appeal Ref: APP/X3025/Z/19/3233846

St Peters Retail Park, Station Street, Mansfield, NG18 1BE

- 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 Richard Page, on behalf of Insite Poster Properties Ltd, against the decision of Mansfield District Council.
 - The application Ref 2019/0256/ADV, dated 18 April 2019, was refused by notice dated 19 June 2019.
 - The advertisement proposed is described on the application form as the "erection of two digital advertising displays. Display of illuminated static images on a 10 second sequential rotation. No special effects including animation, flashing, or fading. Illumination: Display will monitor and adjust to ambient light levels. Day max 600 candela/sqm. Night max 300 candela/sqm".
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Main Issue

3. The effect of the proposed advertisements on the visual amenity of the area.

Reasons for the Recommendation

4. The advertisements would be located within a mainly commercial area where the height of buildings within the street scene varies. Sign A would be situated at the corner of St Peters Way and Portland Street. The advertisement would be viewed against the landscaped grass bank, retail units and existing signage. Sign B would be situated at the corner of St Peters Way and Commercial Street. The advertisement would be viewed against the car park and existing signage associated with the retail park.
5. The Planning Practice Guidance is generally supportive of advertisements in commercial areas¹ and illumination levels would be acceptable. However, the proposed advertisements would be a large and prominent addition to the street scene. The displays would be an incongruous and unsympathetic feature which would dominate the street scene by reason of their size and height. The siting

¹ Paragraph: 079 Reference ID: 18b-079-20140306

of the advertisements would not directly relate to the existing retail signage and the size of the displays would exacerbate this. The two digital advertising displays would appear at odds with the existing signage and would result in a sense of clutter because of their scale.

6. For the reasons given above, I find that the proposed advertisement would harm the visual amenity of the area. The provisions of the development plan, so far as they are relevant, have been considered. Since the proposed advertisements would cause visual harm to the street scene, the scheme would not meet with the aims of Policy BE15 of the Mansfield District Local Plan (1998), the Outdoor advertisements and signs: a guide for advertisers (2007), or paragraph 132 of the National Planning Policy Framework.

Conclusion and Recommendation

7. For the reasons given above I recommend that the appeal should be dismissed.

L M Wilson

APPEALS PLANNING OFFICER

Inspector's Decision

8. I have considered all the submitted evidence and the Appeal Planning Officer's report, and, on that basis, I too agree and conclude that the appeal should be dismissed.

A U Ghafoor

INSPECTOR