



Appeal Decision

Site visit made on 20 July 2020

by Conor Rafferty LLB (Hons), AIEMA, Solicitor

Decision by Kenneth Stone BSc(Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 7th August 2020

Appeal Ref: APP/J3015/Z/20/3253696

Unit H, Mobility Care, Cossall Industrial Estate, Solomon Road, Ilkeston, Derbyshire DE7 5UA

- 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 Aaron Johnson of Mobility Care Ltd against the decision of Broxtowe Borough Council.
 - The application Ref 20/00083/ADV dated 10 February 2020 was refused by notice dated 14 April 2020.
 - The advertisement proposed is described as 'A board sign'.
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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 main issue in this case is the effect of the proposed advertisement on the visual amenity of the area.

Reasons for the Recommendation

4. The appeal site comprises Unit H of the Cossall Industrial Estate, which forms part of a terraced group of single storey commercial units situated along Coronation Road with an area of grass to the front and car parking space to the rear. The area is characterised by the surrounding commercial uses within the estate, comprising various businesses situated primarily to the south east of the appeal site, behind the unit.
5. The proposal relates to the retention of a freestanding board sign, situated in front of Unit H. Although still forming part of the Cossall Industrial Estate, this immediate location is notably less commercial in nature than the surrounds. The units are set back from Coronation Road and separated from the highway by a long grassed area. Despite the presence of street furniture this grassed area has an open feel to it as, due to their sparse nature, the lampposts and signage present do not unduly draw attention.
6. Views of this sign are particularly prominent when travelling along Coronation Road, where the proposal represents a sizeable addition to the streetscape. It

is situated alongside the modest, single storey units which serve to emphasise the dimensions of the sign. This scale, combined with the long views of the proposal afforded by the clear, straight nature of the road, results in the proposal dominating the immediate locality.

7. While numerous types and examples of signage exist within the wider Cossall Industrial Estate, the freestanding proposal is experienced primarily in the context of the signage along Coronation Road. These signs are largely subtle in design and the dominant style is that of placards affixed to the front elevations of the units. Situated alongside this signage, the proposal appears jarring and incongruous in the immediate location.
8. For the reasons given above I therefore find that the proposal, by nature of its scale, siting and design would have a harmful effect on the visual amenity of the area.

Other Matters

9. The appellant has stated that the sign is safe in nature and does not block access to the units. These aspects of the proposal are acknowledged and represent examples of a lack of harm, which is a neutral factor that does not weigh in favour of the proposal.
10. The appellant has further stated that the proposal represents their main form of advert. However, it has not been demonstrated that the proposal is the only possible design and location for signage related to the premises and as such limited weight is attached to this argument.
11. Interested parties have raised concerns that the proposal would have a negative impact on highway safety due its location close to the edge of the road, and because it would block views of traffic. The Council has not raised this as a concern and I see no reason to conclude otherwise. The proposal is set in from the highway and, due to the long, straight nature of Coronation Road, a satisfactory level of visibility is provided for drivers travelling along this road.

Conclusion and recommendation

12. Having had regard to all matters raised, I recommend that the appeal should be dismissed.

C Rafferty

APPEAL PLANNING OFFICER

Inspector's Decision

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

Kenneth Stone

INSPECTOR