

Appeal Decision

Site visit made on 8 February 2021

by T J Burnham BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12th February 2021

Appeal Ref: APP/A3010/Z/20/3262976

Roundabout at Sandy Lane/Shireoaks Road, Worksop Nottinghamshire

- 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 Steve Green (CP Media) against the decision of Bassetlaw District Council.
 - The application Ref 20/01166/ADV, dated 15 September 2020, was refused by notice dated 11 November 2020.
 - The advertisements proposed are four identical, non-illuminated signs measuring 1000mm wide x 400mm high, fixed into the ground using steel posts (2 per sign) with the distance between the ground and the bottom of the sign being approximately 450mm. Posts will be fixed into the ground to a depth of approximately 500mm using postcrete. Each sign will be installed facing an entrance to the roundabout and not conflict with any existing traffic street furniture.
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Decision

1. The appeal is allowed and express consent is granted to install and display four identical, non-illuminated signs measuring 1000mm wide x 400mm high, fixed into the ground using steel posts (2 per sign) with the distance between the ground and the bottom of the sign being approximately 450mm. Posts will be fixed into the ground to a depth of approximately 500mm using postcrete. Each sign will be installed facing an entrance to the roundabout and not conflict with any existing traffic street furniture, subject to the five standard conditions set out in the regulations.

Procedural Matters

2. The site address is not indicated on the application form. That above was included on the decision notice and appeal form and I have adopted this. The description of the advertisements has been altered from the application form to the decision notice. That on the application form adequately describes the proposal and I have determined the appeal on this basis.

Main Issue

3. The main issue is the effect of the advertisements on amenity.

Reasons

4. The advertisements would be set on a roundabout within a commercial part of Worksop closely to the north east of the Chesterfield Canal. The roundabout sits adjacent to an Asda retail store, the existing signage of which is clearly

visible from the roundabout. The company, reasonably, also wishes to advertise on the roundabout.

5. The advertisements would be modest in size, would not be of significant height and would be spaced out around the roundabout. Other advertisements are also present on land and buildings in the immediate vicinity. Within this context, and given the commercial nature of the area, the advertisements would not form incongruous or obtrusive features.
6. Subsequently, they would not form unacceptable features within the street scene and would not detract from the character and appearance of the area. The proposal is therefore acceptable in terms of visual amenity.

Other Matters

7. The Council has not raised any concern in relation to public safety. I have no reason to disagree and I do not consider that the advertisements would represent a threat to the safety of persons using the adjacent highways.
8. The Council has cited Policy DM4 of the Bassetlaw Core Strategy & Development Management Policies DPD (2011) in the reason for refusal. The regulations require that decisions are made only in the interests of amenity and public safety. Consequently, although I have taken this policy into account, it has not been a decisive consideration in my determination of this appeal. I have not found conflict with Paragraph 132 of the National Planning Policy Framework, which states that the quality and character of places can suffer when advertisements are poorly sited and designed. This would not be the case in relation to this appeal.

Conclusion

9. For the reasons above, the appeal should be allowed.

T J Burnham

INSPECTOR