
Appeal Decision

Site visit made on 10 January 2023

by Michael Boniface MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 16th February 2023

Appeal Ref: APP/A3010/Z/22/3309193

Land at junction of Newcastle Avenue and Devonshire Street, Worksop, Nottinghamshire, S80 1NH

- 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 Wildstone Estates Limited against the decision of Bassetlaw District Council.
 - The application Ref. 22/00875/ADV, dated 16 June 2022, was refused by notice dated 22 August 2022.
 - The advertisement proposed is a digital poster display measuring 3m x 6m.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect on amenity, with particular regard to the effect on the Worksop Conservation Area and other nearby heritage assets.

Reasons

3. The appeal site currently accommodates an advertisement board of a similar size to that now proposed but of a more traditional paper and paste typology and without illumination, a former lighting strip having been removed some years ago.
4. The existing advertisement stands with some prominence on the verge adjacent to a busy highway intersection on the edge of the town. Although there are other advertisements in the vicinity, associated with commercial properties, the area is predominantly residential in character, comprising largely of Victorian terraces.
5. The existing signage dominates the highway junction and is of such a scale that it detracts from the residential character and traditional architecture of the area, which has been designated as a conservation area for its special interest. In this context, consent should only be granted where the proposal would preserve or enhance the character or appearance of the conservation area.
6. Whilst the existing signage is a detracting feature, the proposed signage would exacerbate the situation by introducing illumination, notwithstanding that the signage would be of a similar size and appearance. Even having regard to the appellant's suggested controls over the level of illumination and hours under which advertisements could be displayed, the advertisement would be a

substantial and modern erection that could not be said to preserve the character or appearance of the area. Rather, it would cause harm over and above that resulting from the existing signage, which is likely to remain in place.

7. Whilst I have had regard to the potential effects on the Church of St Anne, its boundary wall and the nearby St Anne's War Memorial, all of which are listed Grade II, I do not consider that their special historic or architectural interest would be affected. Their special interest, so far as it is relevant to this appeal, is largely derived from their architectural interest and prominent location in green open space, including public views towards them. The proposed advertisement would be well removed from these assets and in the very limited distant views in which it could be seen in the context of the assets, would be an insignificant feature amongst housing and commercial premises on the edge of the town. It would not compete with or detract from the prominence of the church and other assets or alter their significance or special interest.
8. Nevertheless, the proposal would harm amenity, including the character and appearance of the conservation area in conflict with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. It would also be at odds with Policy DM8 of the Bassetlaw Core Strategy and Development Management Policies (2011), which seeks to protect heritage assets and is therefore a material consideration in the context of amenity.

Conclusion

9. In light of the above, the appeal is dismissed.

Michael Boniface

INSPECTOR