
Appeal Decision

Site visit made on 12 August 2025

by **D J Barnes MBA BSc(Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 29 August 2025

Appeal Ref: APP/P3040/Z/25/3369093

Thomas Bond and Partners, 130 Melton Road, West Bridgford, Nottinghamshire NR2 6ER

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr Reiss Jhamat against the decision of Rushcliffe Borough Council.
 - The application Ref is 25/00398/ADV.
 - The advertisement proposed is the erection of a free standing V-shaped dual panelled sign.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that applications for the display of advertisements are considered in terms of amenity and public safety. Although the council has referred to the development plan policies which it considers relevant to this appeal they cannot, by themselves, be decisive but they are a material consideration in the determination of this appeal.

Main Issue

3. It is considered that the main issue is the effect of the proposed advertisement on visual amenity.

Reasons

4. The proposed advertisement would be freestanding and erected within the forecourt of a detached property sited at the junction of Melton Road and Haddon Road. The appeal scheme would be V-shaped with 2 display panels facing towards the roads. Illumination of the advertisement is proposed.
5. Although to the south the adjoining building is a dwelling, the appeal property is part of a commercial area which extends along either side of Melton Road. The properties fronting the road have commercial uses at ground floor level and there is a combination of fascia and projecting signs, both illuminated and non-illuminated, erected to the front elevations of these buildings. The near-by petrol filling station has an illuminated totem sign within its forecourt but this type of sign is typical of such uses. There is an example of a freestanding sign within a forecourt and some

flags have also been erected. Other signs include non-illuminated “A” boards but these possess a temporary character.

6. The circumstances and details of these other advertisements have not been provided but they do form part of the character of the commercial area.
7. As identified by the Council, the proposed advertisement would be sited in a visually prominent location at the road junction. The prominence of the appeal scheme would be accentuated by its height and the property being physically separated from the other commercial premises along the west side of Melton Road by Haddon Road.
8. Although there is another freestanding sign erected within a near-by forecourt, this type of advertisement is not characteristic of the signage within the commercial area. By reason of its siting and height, the appeal scheme would be a conspicuous and incongruous addition to the character and appearance of the streetscenes.
9. For the reasons given, it is concluded that the proposed advertisement would cause unacceptable harm to visual amenity and it would also conflict with Policy 10 of the Rushcliffe Local Plan Part 1: Core Strategy and Policy 26 of the Rushcliffe Local Plan: Part 2. Amongst other matters, these policies require development to make a positive contribution to the public realm and be of a high standard of design. Accordingly, it is concluded that the appeal should be dismissed.

D J Barnes

INSPECTOR