



Appeal Decision

Site visit made on 7 October 2025

by H Senior BA (Hons) MCD MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 November 2025

Appeal Ref: APP/P3040/Z/25/3370463

Pierrepont Service Station, Radcliffe Road, Holme Pierrepont, Nottinghamshire, NG12 2LF

- 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 Wildstone Estates Ltd against the decision of Rushcliffe Borough Council.
 - The application Ref is 25/00744/ADV.
 - The advertisement proposed is D6 digital advertisement.
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Decision

1. The appeal is dismissed.

Preliminary Matter

2. The Council has drawn my attention to Development Plan policies it considers relevant to this appeal, and I have taken them into account where relevant. However, powers under the Regulations to control advertisements may be exercised only in the interest of amenity and public safety, taking account of any material factors. The National Planning Policy Framework (the Framework) and the Planning Practice Guidance (PPG) reiterate this approach.

Main Issue

3. The Council has no objection to the proposal on the grounds of highway safety. From the evidence before me, and from my observations, I have no reason to disagree with the Council on these matters.
4. Therefore, the main issue is the effect of the advertisement on the amenity of the area with particular regard to visual amenity.

Reasons

5. The appeal site is the grassed forecourt of a service station, to the rear of a cycleway and footpath, on the dual carriageway A52 which can only be accessed by vehicles travelling in an easterly direction. It lies in a predominantly rural location, although there are a number of dwellings in the vicinity. There is a newly opened drive through restaurant adjoining the site. This rural character, with vegetation along the edge of the highway is the predominant characteristic of the area.
6. The appeal proposal is for a single sided display illuminated digital advertisement located near the entrance to the service station. There are a number of non-illuminated advertisements within the service station along with the illuminated

totem. These advertisements are predominately viewed by users of the service station. At the time of my visit a similar sized non illuminated paper advertisement was present in a similar location to the proposal.

7. Although the road has streetlights, the intermittent changing of the illuminated display would significantly attract attention, further accentuating its visual prominence and harmful effect on the amenity of the area. Whether or not the advertisement would be advertising the businesses on the site, it would harm the character and local distinctiveness of the area by introducing additional illuminated displays and would appear as a dominant
8. I acknowledge that the proposal would only be seen from one direction by both the customers of the service station and passing traffic, however this does not outweigh the significant harm that would result.
9. Therefore, for these reasons I conclude the proposal would cause significant harm to the visual amenity of the area. Consequently, the proposal would be contrary to guidance on advertisements within the Framework and the aims of Policy 10 of the Rushcliffe Local Plan Part 1: Core Strategy and Policy 1 of the Rushcliffe Local Plan Part 2: Land and Planning Policies which, although not decisive, together seek to ensure proposals are sympathetic to the character and appearance of the surrounding area.

Conclusion

10. For the reasons given above the appeal should be dismissed.

H Senior

INSPECTOR