

**My Ref:** 18/00327/ADV2 (PP-06735795)

**Your Ref:**

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NG12 5HA

Date of decision: 1 May 2018

**APPLICATION TO DISPLAY ADVERTISEMENT UNDER TOWN AND COUNTRY PLANNING  
(CONTROL OF ADVERTISEMENTS) REGULATIONS**

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Application No: 18/00327/ADV2 (PP-06735795)  
Application by: MS Estates  
Location: 3 Park Street, Nottingham, NG7 1RR  
Proposal: Signage

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Nottingham City Council as Local Planning Authority hereby **GRANTS CONSENT** to display the advertisement(s) described in the above application subject to the following conditions:-

1. (i) The consent hereby given shall expire five years from the date of this notice.  
  
(ii) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.  
  
(iii) No advertisement shall be sited or displayed so as to:-
  - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - b) obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air; or
  - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.  
(iv) Any advertisement displayed, and any site used for the display of the advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.  
  
(v) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.  
  
(vi) Where any advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

*Reason: In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

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## Standard condition- scope of consent

S1. Except as may be modified by the conditions listed above, the advertisement shall be displayed in complete accordance with the details described in the forms, drawings and other documents comprising the application as validated by the council on 19 February 2018.

*Reason: To determine the scope of this consent.*

### Informatives

1. The reason for this decision, and a summary of the policies the local planning authority has had regard to are set out in the officer's delegated report, enclosed herewith and forming part of this decision.

2. This consent operates only for the purposes of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007. Any other consent, permit or approval which may be necessary whether statutory or otherwise (for example authority to enter land) must be obtained from the appropriate authority, landowner or other person.

3. The advertisement(s) given consent in this decision notice may continue to be displayed after the expiration of the period set out in condition one above, unless it would contravene any other condition subject to which express consent was granted, or an application for renewal of consent has been refused, subject to the power of the Council to serve a notice requiring their removal under Regulation 8 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

The terms of the express consent, including any conditions to which it was subject (to the extent that those terms and conditions are not incapable of performance by reason of the passage of time), shall be treated as applying to the continued display.

No advertisement may be displayed except on a site which has been continually used for the purpose since the expiry of the express consent.

Unless authorised by the express consent, an advertisement that:-

- a) comprises sequential displays; or
  - b) otherwise includes moving parts or features; or
  - c) features intermittent lighting in a manner designed to give the appearance of movement; or
  - d) is illuminated,
- is not permitted.

Your attention is drawn to the rights of appeal set out on the attached sheet.



Paul Seddon  
Chief Planner

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## RIGHTS OF APPEAL

Application No: 18/00327/ADV2 (PP-06735795)

If the applicant is aggrieved by the conditions imposed on the consent he or she may appeal to the Secretary of State in accordance with Regulation 17 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 within **eight weeks** of receiving this decision notice.

Appeals must be made on a form which you can obtain from the Customer Support Unit, The Planning Inspectorate, Room 3/15 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN. Phone: 0117 372 6372. Alternatively appeal forms can be downloaded from the Planning Inspectorate website at <http://www.planning-inspectorate.gov.uk/pins/index.htm>.

The Secretary of State does not have to accept an appeal if consent for the display of the advertisement could not have been granted by the Council because of the provisions of the Advertisement Regulations.



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## **DECISION NOTICE APPENDIX: DELEGATED REPORT**

This report sets out the reason for the decision, taken by officers under the terms of the Council's Scheme of Delegations, and includes a summary of relevant planning policies.

### **LIST OF RELEVANT POLICIES**

#### **Nottingham Local Plan (November 2005):**

BE19 - Advertisements. Sets criteria for the granting of advertisement consent subject to consideration of the impact upon visual amenity, 'clutter' and highway safety.

### **SUMMARY OF RESPONSES TO CONSULTATION**

N/A

### **APPRAISAL**

#### **SITE**

This is the site of the former Lenton Flats Estate, located in the area to the south of Derby Road and to the north of Church Street, Lenton.

Planning permission was granted in May 2013 (planning ref:13/00792/PFUL3) for the redevelopment of the estate to provide 142 affordable homes comprising 54 flats for independent living, 16 bungalows, 62 two and three bed houses and 10 one and two bed apartments with associated on-site ancillary community facilities, parking and landscaping. An application to vary the scheme (14/03054/PVAR3) was approved in October 2015. The varied planning permission has now been implemented.

As part of the development two gateway blocks have been constructed either side of the main entrance to the development from Derby Road. Each block comprise of non residential space on the ground floor with apartments on the two upper floors. This application relates to the ground floor commercial space in Gateway block C. This block is located on the eastern side of the main entrance from Derby Road and adjoins the Sainsburys retail shop. The ground floor is approximately 92sqm.

#### **PROPOSAL**

Internally illuminated box fascia and projecting sign. The signage is required to advertise the use of the unit for Class A2 purposes.

#### **APPRAISAL**

##### **a) Visual Amenity**

The signage as proposed is appropriate in terms of its size, scale and location and would respect to the character and appearance of the building and wider street scene.

##### **b) Public Safety**

There are no public safety issues to consider.



The proposal therefore complies with Policy BE19 of the Local Plan.

**OTHER MATTERS**

