

Delegated Report

Application Number: V/2025/0067

Address: Wilko, Outram Street, Sutton in Ashfield, Nottinghamshire, NG17 4AB

Description of Works: Application to Display Illuminated Advertisements

The Application	Application to Display Illuminated Advertisements
Policy Considerations	<p>Ashfield Local Plan Review (ALPR) (2002)</p> <ul style="list-style-type: none"> • ST1 – Development • ST2 – Main Urban Area • SH1 – District Shopping Centre <p>National Planning Policy Framework (NPPF) (2024)</p> <ul style="list-style-type: none"> • Part 7 – Ensuring the Vitality of Town Centres • Part 12 – Achieving Well-Designed Places
Relevant Planning History	<p>Application Reference: X/2024/0023 Proposal: Application to Determine if Prior Approval is Required for a Change of Use From Commercial to a State Funded School Decision: Prior Approval Not Required Decision Date: 05/09/2024</p> <p>Application Reference: V/2025/0195 Proposal: Removal of Existing Cladding and Canopy from Front Elevation. Replace With Timber Cladding to the Front Elevation. Removal of Secondary Entrance to Front Elevation and Replace with New Cavity Wall. Removal of External Rear Entrance and Replace with Cavity Wall and other External Alterations Decision: Conditional Consent Decision Date: 23/05/2025</p>
Summary of comments received	<p>NCC Highways (18/02/2025): No objection, refer to standing advice.</p> <p>NCC Highways (03/04/2025): The highway authority's 18/2/25 response to the initial consultation on this application was to recommend that the application be determined by the local planning authority (LPA) via standing advice. The applicant has since submitted further information and a revised proposal. Because of the nature of the revised proposal and its relationship to the classified road and features thereon.</p> <p>The highway authority considers that the proposed advertisement displays would give rise to unacceptably adverse impacts on highway and public safety by virtue of their location, size, method of illumination, display of changing images, and brightness and recommends that</p>

	<p>advertising consent should not be granted.</p> <p>NCC Highways (22/07/2025): The advertisements would continue to be viewable through the traffic signal heads. Consequently, the Highway Authority would not wish to change its previous recommendation.</p> <p>No other written representations have been received in respect of this application.</p>
Comments on above	Highway impact shall be discussed in the main body of the report.
Summary	<p>The Site and Application:</p> <p>The application site is part of the refurbishment project at the ex Wilkinsons building in the Sutton-In-Ashfield Town Centre. The building is going to be used as a West Nottinghamshire College building and applications have been submitted in relation to the change of use and external alterations, this application relates to the advertisement consent. And therefore the decision is to consider the impact on amenity and highway safety.</p> <p>This application has been subject to a number of amendments. This application is being considered against the most recent amendments, received 18/07/2025.</p> <p>The application relates to a total of five digital advertisement screens. Four of the screens are to be located on the ground floor located adjacent to the entrances/exits of the building. Two will be located by the doorway adjacent to Portland Square, the other two will be located by the doorway adjacent to Outram Street. The largest sign will be placed on the first floor façade of the building adjacent to Portland Square. All of the signs are proposed to be illuminated.</p> <p>The content advertised on the screens will be managed via Vision West Nottinghamshire College and is to be education based, showcasing educational facilities, work, students and opportunities.</p> <p>The old Wilko's signage shall also be removed from the building.</p> <p>Visual Amenity & Heritage:</p> <p>The proposed signage is considered acceptable and will appropriately show/advertise the use of the building whilst also being helpful to students.</p> <p>The signage would stand out when viewed from Portland Square and would draw attention from passersby. Whilst no signage of this type and scale is located within the immediate vicinity, it is considered that it would not have a detrimental impact upon visual amenity.</p> <p>The eastern side of the building adjacent to Outram Street is considerably older than the rest of the building and is listed on the local</p>

heritage list as the 'Smedley's Building'. The only signage placed on the eastern side of the building is the two small advertisement panels adjacent to the Outram street access. After consideration, it is deemed that the signage would not lead to an undue harm on the locally listed building.

Residential Amenity:

The application form states that the signage will be illuminated and states an illuminance level of 2500 cd/m² (candelas per square metre). Based on guidance published by the institute of Lighting Engineers, signage within a Town Centre can reach a maximum of 1000 cd/m² up to a sign 10m² in size, or 600 cd/m² for signage over 10m².

The stated figure of 2500 is considerably over the maximum illumination stated within the guidance. The applicant has approached the local planning authority and outlined that they are willing to let the LPA determine appropriate illumination levels, which can be secured by an appropriately worded planning condition.

The signage on the first floor building fascia shall be over 10m² and therefore shall be conditioned to 600cd/m². The small advertisement screens on the ground floor would not be over 10m² and therefore shall be conditioned to 1000cd/m².

There are some residential properties in the vicinity of the site, most of these being flats. The closest residential unit is around 20 metres from the application building located towards the eastern side of the building. The closest residential properties that would face the large sign on the western side of the building would be located approximately 50 metres away.

After considering the siting, distance and orientation of both the signage and residential properties, it is considered the signage would not have a significant adverse impact upon residential amenity.

Highways:

The application as submitted attracted no objection from the highway authority. However the proposal was amended to include large signage on the eastern side of the building, which would have distracted motorists travelling on Outram Street/Forest Street, to the detriment of highway safety. The highway authority provided comprehensive objections to these changes, and this was further agreed by the LPA.

Following this, the applicant has submitted further changes that removes the large advertisement screen facing the public highway, only keeping the small boards adjacent to the doorway. The highway authority was consulted again and wished to keep their objection.

The LPA has conducted its own assessment of the amended details and have not reached the same conclusion of the highway authority.

	<p>Officers consider that the removal of the large advertisement screen adjacent to the bend with Outram Street and Forest Street has removed significant concerns in relation to highway safety. The signage located on the western side of the building adjacent to Portland Square will only be visible to motorists travelling northwest on Forest Street but considering the orientation of the building to the road this would not be significantly distracting. The small entrance adverts shall remain adjacent to Outram Street however it is considered that due to the small scale of the signage, these would not significantly distract motorists and therefore do not pose a significant threat to highway safety.</p> <p>The local authority has completed its due diligence by consulting on multiple occasions with the highway authority. The comments have been assessed and considered however following officers own assessments, have not reached the same conclusion, for the reasons outlined above. The proposal is considered not to result in severe harm to highway safety and therefore a refusal of consent would not be warranted taking into account all the above factors.</p> <p>Conclusion:</p> <p>Having reviewed all the submitted information and assessing this against all relevant policies and material planning considerations, conditional consent is recommended for this application.</p>		
Recommendation	Conditional Consent		
Conditions Reason	& Condition Code	Text	Monitor
		<p>This grant of consent expires at the period of five years from the date of this decision.</p> <p>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.</p> <p>Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.</p> <p>Where an advertisement is required under Schedule 2 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 to be removed; the site shall be left in a condition that does not</p>	

		<p>endanger the public or impair visual amenity.</p> <p>No advertisement shall be sited or displayed so as to:</p> <p>(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</p> <p>(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or</p> <p>(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.</p> <p>The intensity of illumination of the large sign located on the first floor adjacent to Portland Square shall not exceed 600candelas/square metre. The intensity of illumination of the four signs located adjacent to the ground floor entrances shall not exceed 1000 candelas/square metre.</p> <p>The advertisement(s) hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the following submitted plans:</p> <p>Existing Site Location Plan (drawing number: 21468.P00, Revision: A) received 13/02/2025.</p> <p>Proposed Block Plan (drawing number: 24168.P03, Revision: B) received 18/07/2025.</p> <p>Existing Elevations (drawing number: 24168.P01) received 12/02/2025.</p> <p>Proposed Elevations (drawing number: 24168.P02, Revision: C) received 18/07/2025.</p>	
	Reason Code	Text	Monitor
		To comply with the requirements of the Town and Country Planning (Control of	

		<p>Advertisement) Regulations 2007.</p> <p>To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</p> <p>To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</p> <p>To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</p> <p>To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</p> <p>To ensure that the display does not appear as an unduly prominent feature in the area.</p> <p>To ensure that the display takes the agreed form and the level of advertising is not excessive, in the interests of amenity.</p>	
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Informative	Informative	<p>Informative Text</p> <p>The applicant/developer is strongly advised to ensure compliance with all planning conditions, if any, attached to the decision. Failure to do so could result in LEGAL action being taken by the Ashfield District Council at an appropriate time, to ensure full compliance. If you require any guidance or clarification with regard to the terms of any planning conditions, then do not hesitate to contact the Development & Building Control Section of the Authority on Mansfield (01623 450000).</p>
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Proactive Working	The application, as submitted, is acceptable. In granting planning permission, the District Planning Authority is implicitly working proactively with the applicant.
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	Signed	Dated
Case Officer		29/07/2025
Development Team Manager		29/07/2025

Determined by Service Director Or on their behalf		29/07/2029
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