

**Member Interest:****Delegated Report**

Application Number: V/2025/0649

Address: The Broad Centre, Station Road, Sutton in Ashfield, Nottinghamshire, NG17 5FH

Description of Works: 3No. Illuminated Fascia Replacements 3No. Non-Illuminated Fascia Replacements 1No. Illuminated Entrance Frame

The Application	3No. Illuminated Fascia Replacements 3No. Non-Illuminated Fascia Replacements 1No. Illuminated Entrance Frame
Policy Considerations	<p><b>Ashfield Local Plan Review (ALPR) (2002)</b></p> <p>ST1 – Development</p> <p>ST2 – Main Urban Area</p> <p>SH1 – District Shopping Centre</p> <p>SH2 – Retail Development Site</p> <p><b>National Planning Policy Framework (NPPF) (2024)</b></p> <p>Part 12 – Achieving well designed places</p>
Relevant Planning History	<p>V/2000/0523 – 3 No Internally Illuminated Fascia Sign – Conditional</p> <p>V/2000/0607 – Freestanding Tower Sign – Conditional</p> <p>V/2001/0378 – 3 illuminated signs – Conditional</p> <p>V/2018/0103 – Change of Use from Retail (A1) to Gym (D2) – Conditional</p> <p>V/2018/0143 – 4 Illuminated Fascia Signs, 3 Illuminated Box Signs and Two Non-Illuminated Totem Signs – Conditional</p>
Summary of comments received	<p><b>ADC Environmental Health</b></p> <ul style="list-style-type: none"> <li>- No significant concern that the proposed would cause significant environmental impact to neighbouring properties. No Objections</li> </ul> <p><b>NCC Highways</b></p> <ul style="list-style-type: none"> <li>- Refer to standing advice</li> </ul>
Comments on above	-
Summary	<p><b>The Site and Application</b></p> <p>The application site comprises a commercial unit located within the Broad Centre, Sutton in Ashfield. The site is within the main urban area, district shopping centre and retail development site as identified within the Ashfield Local Plan Review (2002).</p> <p>The application seeks advertisement consent for the erection of 3no. illuminated fascia replacements, 3no. non-illuminated fascia</p>

replacements and 1no. illuminated entrance frame.

The advertisements proposed are as follows:

- 3no. illuminated flex faced fascia replacement signs
  - o 1no. 4.43m x 2.4m x 0.05m and 2no. 3.42m x 2.4m x 0.05m . All will have grey background with white text and purple logo. Static internal illumination level of 200cd/m2
- 3no. non-illuminated flex faced fascia signs
  - o 1no. 4.43m x 1.07m x 0.05m and 2no. 3.42m x 1.07m x 0.05m. All to be grey with no logos or text
- 1no. illuminated entrance frame around the door
  - o 2.19m x 2.47m x 0.05m, purple in colour, static internal illumination level of 200cd/m2

**Visual Amenity**

The majority of the proposed signage within the retail park is located on the advertisement towers to the front of each unit with a couple of units also having signage on the front elevation. The signs are considered to be of an acceptable design and whilst they will be a prominent feature they are amongst advertisements of varying designs within the vicinity. As such it is considered unlikely that the proposal will have a detrimental impact on the visual amenity of the area or character of the street scene.

**Residential Amenity**

No Comments have been received from residents.

Due to the siting of the proposal signs within the existing retail park and a distance away from residential properties in the area (approx. 67m+ as the crow flies at the shortest distance) along with the size and level of illuminance proposed it is considered unlikely that the proposal would have any detrimental impact on the amenity of residents.

**Highway Safety**

Nottinghamshire County Council Highways have offered standing advice.

The proposed signs will not result in the loss of any existing parking or access to the site and are located within the existing retail park separated from the public highway by the existing car park. It is considered that due to the size, siting and level of illuminance proposed the signs are unlikely to have any detrimental impact on highway users.

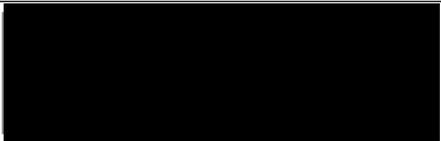
**Conclusion**

Having reviewed the submitted information and relevant comments received against all relevant policies and material planning considerations, conditional consent is recommended.

Recommendation	ADVCC		
Conditions	&	Condition Code	Text
			Monitor

Reason	1.	<p>1. i The consent hereby given shall expire five years from the date of this notice.</p> <p>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.</p> <p>iii 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 road 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>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.</p> <p>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.</p> <p>vi Where any advertisement is required under the Town</p>	
--------	----	--	--

		<p>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.</p> <ol style="list-style-type: none"> <li>2. The intensity of illumination of the sign(s) shall not exceed 200 candelas/square metre.</li> <li>3. The advertisement(s) hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the following drawings: <ul style="list-style-type: none"> <li>• Site Location Plan, received 12/11/2025</li> <li>• Block Plan, received 19/11/2025</li> <li>• Advertisement Drawings, received 12/11/2025</li> </ul> </li> </ol>	
	Reason Code	Text	Monitor
	1.	<ol style="list-style-type: none"> <li>1. In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</li> <li>2. To ensure that the display does not appear as an unduly prominent feature in the area.</li> <li>3. To ensure that the display takes the agreed form and the level of advertising is not excessive, in the interests of amenity.</li> </ol>	
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 &amp; Building Control Section of the Authority on Mansfield (01623 450000).</p>	

Proactive Working	The application as submitted is acceptable. In granting planning permission the District Planning Authority is implicitly working positively and proactively with the applicant.	
	Signed	Dated
Case Officer		08/01/2026
Development Team Manager		08/01/2026
Determined by Service Director Or on their behalf		08/01/2026