

15/00534/ADV

**Erection of 1 temporary development advertisement board | Land To North Of Woodhouse Gardens
Ruddington Nottinghamshire**

I object for the following reasons:

1. Not in-keeping with street scene

The sign is large and intrusive and does not fit in with the rural setting of the recreation ground and surrounding fields.

2. Location at the gateway to Ruddington

The sign would be located at one of the main rural entrance and exit points for the village and as such would encroach on and dominate what is currently an open view of the rural landscape at the gateway.

3. Sets a precedent

The sign and the money that Bloor Homes have agreed to pay the Parish Council to erect it there (£1000) would set an unwanted and unsightly precedent for other developers.

4. Location is inappropriate for the product being advertised

The proposed sign for Silk Gardens would not be located near the access point for the housing development it advertises. Previous developers in the Woodhouse Gardens area have placed their boards on or around Camelot St / Clifton Road, which are both more appropriate urban settings, and are importantly at the point of access for the development being advertised.

5. Duration of time

The length of time that Bloor have asked for the sign to be displayed is excessive. I don't believe that a period of 4 and a half years is appropriate when c.90% of the homes being advertised have been reserved.

6. Incorrect location stated on application

The summary application states that the permission relates to 'land north of Woodhouse Gardens'. This is untrue and misleading. It should state 'Sellor's Playing Field, to the north of Trent Avenue'. Many residents may have missed the opportunity to comment due to this unfortunate oversight.

Lastly, I feel that it is inappropriate for money to exchange hands between the Parish Council and Bloor Homes to erect a sign on a playing field that Bloor Homes are negotiating to purchase from the Parish Council for housing. If this went ahead and a sign from Bloor Homes was erected on the playing field, it could give many villagers the impression that they could no longer do anything to prevent the potential housing development on Sellor's Play Area and that it is a done deal. I expected better leadership and foresight on this from the Council.