



RUSHCLIFFE BOROUGH COUNCIL
Civic Centre, Pavilion Road, West Bridgford, Nottingham, NG2 5FE

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

THE TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007

Bloor Homes (Midlands) Ltd
C/o Miss Stacie Brookes
7 Calico Business Park
Sandy Way
Amington
Tamworth
Staffordshire
B77 4DS

REFERENCE NO : 15/00534/ADV
APPLICANT : Bloor Homes (Midlands) Ltd
DEVELOPMENT : Erection of 1 temporary development advertisement board
LOCATION : Sellors Playing Fields Wilford Road Ruddington Nottinghamshire

RUSHCLIFFE BOROUGH COUNCIL having considered an application, which was validly submitted on 10 March 2015, for the above development hereby in pursuance of their powers under the above-mentioned Act,

REFUSE CONSENT

to the display of advertisements described in the application for the reasons set out below:-

1. The proposed sign, by reason of size and siting, in an isolated prominent open location at the entrance to Ruddington and set a significant distance from the housing development it would advertise, would form an obtrusive feature within the site and streetscene, detrimental to visual amenity and harmful to the openness of the Green Belt. The development is therefore, contrary to policy 10 of the Core Strategy and Policies GP2, EN8 and EN14 which seek to ensure development is visually acceptable and appropriate to its context within the Green Belt.

A handwritten signature in black ink, appearing to be 'M. M. M.', written over a dotted line.

Authorised Officer on behalf of Rushcliffe Borough Council

27th May 2015