

Report to Planning Committee

Application Number: 2026/0174

Appeal Ref: 6014560

Location: 31 Mansfield Road, Daybrook

Proposal: Installation of internally illuminated signboard with an area of 18sqm

Case Officer: Joe Davies

Planning permission was refused by the Borough Council on the 19th June 2026 on the following grounds:

- 1 The proposed signage by virtue of its large scale, prominent position and free standing appearance would be out of keeping with the character and appearance of the area and would amount to an incongruous feature in the street scene. The proposal would therefore be contrary to paragraph 141 of the NPPF.

An appeal against this decision was subsequently lodged with the Planning Inspectorate. This appeal has been dismissed.

The application is for the erection of a large illuminated electronic billboard advert, 18sqm, on the A60. It would have been near the junction with Nottingham Road, to the front of United Carpet's. The Inspector referenced the signs prominence, large scale and raised position, as well as being higher than some surrounding buildings. The Inspector also noted a similar appeal, which was dismissed, further north along the A60 and drew a clear differentiation between free standing electronic billboard adverts and those that are on the gable/side of buildings.

The Inspector concluded the sign would result in significant harm to the amenity of the area and dismissed the appeal

Recommendation: To note the information.