

Report to: Planning Committee - 07 May 2026
 Business Manager Lead: Oliver Scott – Planning Development
 Lead Officer: Yeung Browne – Planning Development Officer

Report Summary			
Application Number	26/00235/ADV		
Proposal	4 hoardings to existing windows		
Location	Forest Centre Indoor Market and Former Lloyds Bank Forest Road Ollerton		
Applicant	Newark & Sherwood District Council		
Registered	24.02.2026	Target Date	21.04.2026
		Agreed Extension of Time	14.05.2026
Recommendation	That Planning Permission is Approved subject to the conditions detailed at Section 10		

This application is being presented to the Planning Committee in line with the Council’s Scheme of Delegation because Newark & Sherwood District Council is the applicant.

1.0 The Site

- 1.1 The application relates to the Forest Centre Indoor Market and the former Lloyds Bank off Forest Road at Ollerton. The proposed site is part of the Ollerton Town Centre Regeneration Project (OTCRP). The proposed site is also within ‘New Ollerton Colliery’, the planned element of the historic colliery village identified as a Non-Designated Heritage Asset (NDHA) in accordance with the Council’s adopted NDHA Criteria.
- 1.2 The current application is for the windows displays to promote the OCRP. These windows are positioned facing Forest Road, two on the current Forest centre (nos. 1 & 2) and two on the previous Lloyds Bank (nos. 3 & 4).



1.3 The site is within the Ollerton District Centre & Boughton Local Centre Policy OB/DC/1 for retail allocation, and section of the entire site is part of OB/Re/2 Ollerton & Boughton – Retail Allocation 2.

2.0 Relevant Planning History

2.1 25/01999/FULM – Pending consideration for ‘*Demolition of The Forest Centre 111 Forest Road, the Former Lloyds TSB Bank Forest Road and the Town Hall, Sherwood Drive, and the erection of a mixed use proposed development including: a cinema/ leisure use/ café building; retail (Class E(a)), customer service/office facilities (class E(c)) and ancillary/shared areas; commercial office units (Class E(c)); and associated infrastructure; landscaping; public realm areas; and the erection of three dwellings with access and parking*’

2.2 72910230 – Extend opening hours of hot food takeaway from 12:00pm to 12:00 am Monday to Sunday. Approved 04.06.1991

2.3 72910342 – Installation of extractor duct and cow. Approved 09.05.1991

2.4 72901472 – Change of use of shop unit to class A3 (hot food take away). Approved 21.01.1991.

2.5 72890407 – Alterations & extension to form 12 retail units. Approved 19.07.1989

3.0 The Proposal

3.1 The application seeks permission for four temporary window displays on the windows of the existing Forest Centre Indoor Market And former Lloyds Bank off Forest Road at Ollerton and relate to the Ollerton Town Centre Regeneration Project. The window displays/posters will be positioned on the windows fronting Forest Road.



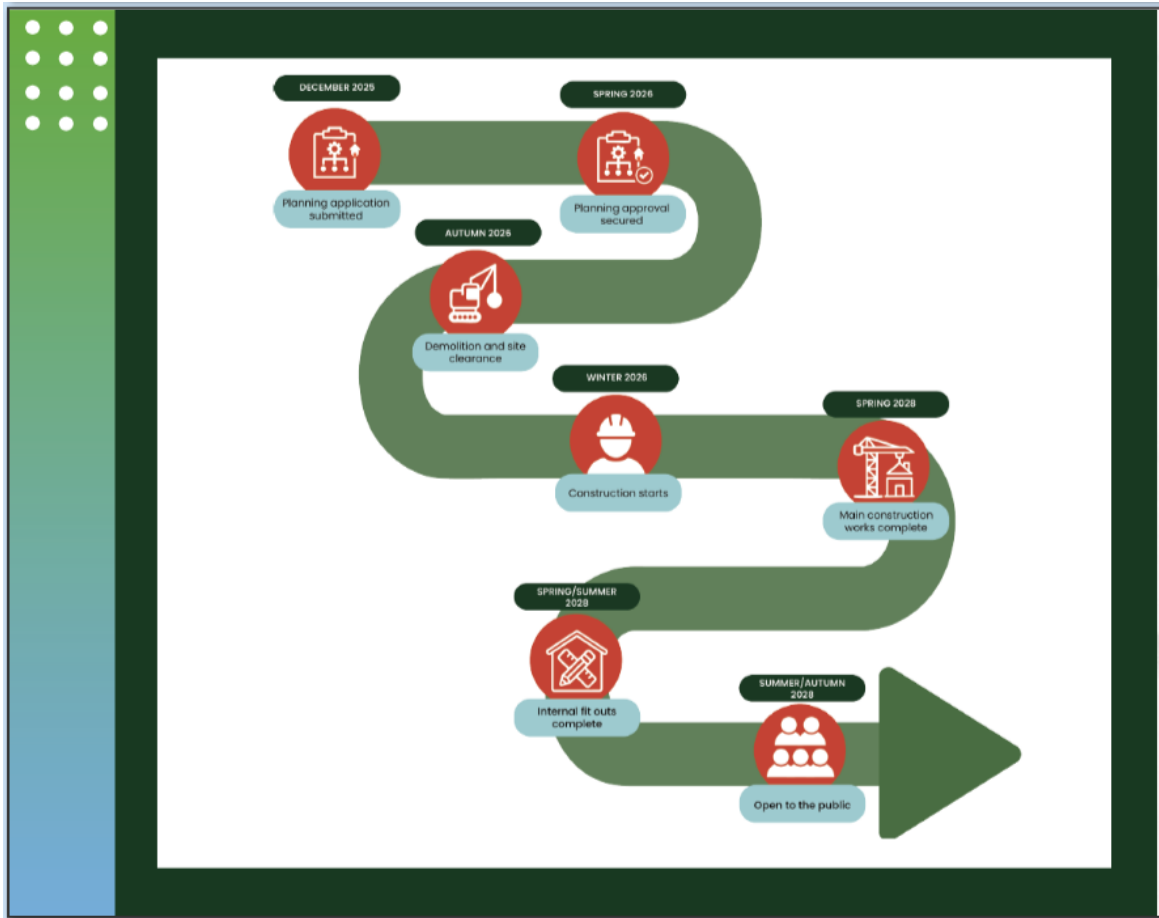
3.2 Sign 1 would be positioned on the left side of The Forest Centre, with the display measuring 2.20m in height and 2.73m in width in material Foamex (a type of PVC foam). The display would be 0.38m above ground level and would be non-illuminated as showing below:



- 3.3 Sign 2 would be positioned on the right side of The Forest Centre, with the display measuring 2.20m in height and 2.73m in width in material Foamex. The display would be 0.36m above ground level and would be non-illuminated as showing below:



3.4 Sign 3 would be positioned on the left side of the window of the of the former Lloyds Bank, with the display measuring 1.89m in height and 1.64m in width in material Foamex. The display would be 0.97m above ground level and would be non-illuminated as showing below:



3.5 Signs 4 would be positioned on the right side of the window of the of the former Lloyds Bank, with the display measuring 2.44m in height and 4.07m in width in material Foamex. The display would be 0.28m above ground level and would be non-illuminated as showing below:

3.6 The assessment outlined below is based on the following plans and supporting information:

- Application form received 18 February 2026
- Site location plan ref: M00508 ZZ ZZ 2102 REV P01 received 18 February 2026
- Existing elevation showing positions for adverts 1 and 2
- Existing elevation showing positions for adverts 3 and 4
- Proposed window display positioning
- Proposed window display for window 1
- Proposed window display for window 2
- Proposed window display for window 3
- Proposed window display for window 4

4.0 Departure/Public Advertisement Procedure

4.1 Occupiers of three properties have been individually notified by letter.

4.2 A site notice was placed near the site on 02.03.2026.

4.3 Site visit undertaken 02.03.2026.

5.0 Planning Policy Framework

The Development Plan

5.1 **Newark and Sherwood Amended Core Strategy DPD (adopted March 2019)**

- Core Policy 9 – Sustainable design
- Core Policy 14 – Historic Environment
- ShAP 2 – Role of Ollerton & Boughton

5.2 **Allocations & Development Management DPD (adopted 2013)**

- Policy DM5 – Design
- Policy DM9 – Protecting and Enhancing the Historic Environment
- Policy DM12 – Presumption in Favour of Sustainable Development
- OB/DC/1 & OB/LC/1 Ollerton District Centre & Boughton Local Centre

5.3 The [Draft Amended Allocations & Development Management DPD](#) was submitted to the Secretary of State on the 18th January 2024. Following the close of the hearing sessions as part of the Examination in Public the Inspector has agreed a schedule of 'main modifications' to the submission DPD. The purpose of these main modifications is to resolve soundness and legal compliance issues which the Inspector has identified. Alongside this the Council has separately identified a range of minor modifications and points of clarification it wishes to make to the submission DPD. Consultation on the main modifications and minor modifications / points of clarification took place between Tuesday 16 September and Tuesday 28 October 2025. The next stage in the Examination process will be the Inspector issuing their draft report.

5.4 Tests outlined through paragraph 49 of the NPPF determine the weight which can be afforded to emerging planning policy. The stage of examination which the Amended Allocations & Development Management DPD has reached represents an advanced stage of preparation. Turning to the other two tests, in agreeing these main modifications the Inspector has considered objections to the submission DPD and the degree of consistency with national planning policy. Through this process representors have been provided the opportunity to raise objections to proposed modifications through the above consultation. Therefore, where content in the Submission DPD is either:

- Not subject to a proposed main modification;
- The modifications/clarifications identified are very minor in nature; or
- No objection has been raised against a proposed main modification

Then this emerging content, as modified where applicable, can now start to be given substantial weight as part of the decision-making process.

5.5 **Other Material Planning Considerations**

- National Planning Policy Framework 2024 (as amended Feb 2025)
- Planning Practice Guidance (online resource)
- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- Planning (Listed Buildings and Conservation Areas) Act 1990
- Newark and Sherwood Shopfronts and Advertisement Design Guide SPD 2014
- Nottinghamshire County Council Highway Design Guide

6.0 **Consultations**

NB: Comments below are provided in summary - for comments in full please see the online planning file.

Statutory Consultations

6.1 None

Parish Council

6.2 **Ollerton (and Boughton) Town Council** – Support the application.

Representations/Non-Statutory Consultation

6.3 **NSDC Conservation** – determined not to comment in this case. The site is located within New Ollerton Colliery, a Non-Designated Heritage Asset (NDHA). The effect of an application on the significance of a NDHA should be taken into account in determining applications and a balance judgment will be required in regards to scale of harm or loss to the significance of that asset. Policies CP14 and DM9 of the Council's LDF DPDs offer additional advice on the historic environment.

6.4 **No representations have been received from any other third/interested parties.**

7.0 Appraisal

7.1. The key issues are:

1. Principle of Development
2. Impact on Amenity
3. Impact upon Public safety

7.2 The National Planning Policy Framework (NPPF) promotes the principle of a presumption in favour of sustainable development and recognises the duty under the Planning Acts for planning applications to be determined in accordance with the development plan, unless material considerations indicate otherwise, in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004. The NPPF refers to the presumption in favour of sustainable development being at the heart of development and sees sustainable development as a golden thread running through both plan making and decision taking.

Principle of Development

7.3 In line with the Town and Country Planning (Control of Advertisements) Regulations 2007 and paragraph 141 of the NPPF, the main issues in determining this application for advertisement consent relate to amenity and public safety, taking account cumulative impacts. The intentions of national policy are mirrored by Policy DM5 of the Allocations and Development Management DPD.

7.4 The above regulations advise that in determining advertisement applications, the local planning authority shall exercise its powers in the interests of amenity and public safety, taking into account – (a) the provisions of the development plan, so far as they are material and (b) any other relevant factors. Other factors that are considered relevant to amenity include the general characteristics of the locality, including those of historic, architectural, cultural or similar interest.

7.5 Advertisements are acceptable in principle provided that they cause no adverse impact on the safety of the public or local amenity including impact on the character of the area.

Impact on Public Amenity

7.6 “Amenity” is not defined within the Advertisement Regulations but in practice it is usually understood to mean the effect on visual and aural enmity in the immediate neighbourhood of an advertisement, where residents or passers-by will be aware of it.

7.7 Core Policy 9 states that new development should achieve a high standard of sustainable design that both protects and enhances the natural environment and contributes to and sustains the rich local distinctiveness of the district and is of an appropriate form and scale to its context complementing the existing built and landscape environments. Policy DM5 states that local distinctiveness should be reflected in the scale, form, mass, layout, design and materials in new development. Matters of size, colour and brightness should reflect its locality.

- 7.8 Section 12 of the NPPF refers to achieving well designed places. Paragraph 131 states that good design is a key aspect of sustainable development by creating better places in which to live and work in and helps make development acceptable to local communities. Paragraph 139 of the NPPF advocates that where a development is not well designed and fails to reflect local design policies and government guidance on design, planning permission should be refused.
- 7.9 Given that the site is within New Ollerton Colliery, a NDHA, Core Policy 14 and DM9 are also relevant. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining applications and a balanced judgment will be required in regard to scale of harm or loss to the significance of that asset (par.216 of NPPF).
- 7.10 The proposed site fronts onto Forest Road which is also part of the site for the Ollerton Town Centre Regeneration Project. Given the connection with the regeneration project, the proposed temporary displays are not considered to appear out of character or overly dominant on the windows of the existing shops. Furthermore, the proposed signage locations are within part of the Ollerton Town Centre Regeneration Project that is being considered through application reference 25/01999/FULM. The proposed displays would provide the information for this regeneration project for the benefit of the public. Taking in consideration of the scale of the regeneration project, and the number of proposed displays, it is considered the proposal is acceptable and that it would not have an adverse impact on the character of the area or surrounding.
- 7.11 The Conservation Officer determined not to comment in this case. Given that the proposal is directly related to the wider site and the regeneration project, and the displays would be temporary and thus reversible, it is considered the proposed details would not directly or indirectly affect the non-designated heritage assets as required by paragraph 216 of the NPPF.
- 7.12 With the above in mind, it is considered that the proposed development would not result in harm to amenity and accords with the aims of Policies DM5(b), DM6 and DM9 of the emerging A&DM DPD, CP9 and CP14 of the Amended Core Strategy, and the provisions of the NPPF, which are material considerations.

Impact upon public safety

- 7.13 Policy DM5b of the Emerging DPD acknowledges that the assessment of advertisement applications in terms of public safety and visual amenity will be relevant in assessing proposals for advertisement consent, and public safety will normally relate to the impact on highway safety and visual amenity. The Highway Authority has been consulted on this matter, and they do not consider the application to have detrimental effect highway safety and capacity. The signage is not considered as an obstruction and is not likely to be a distraction to drivers, they would not result in any unacceptable detriment to highway safety for pedestrians or other highway users. The advertisements are therefore considered acceptable in terms of public safety.
- 7.14 Paragraph 141 of the NPPF states that 'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

- 7.15 Owing to the nature of the application, it falls to be considered against the Highway Authority's standing advice. The proposed window displays would not obstruct or confuse road users' view of any traffic sign or signal. They are not illuminated or animated advertisements that would likely distract the attention of road users and they would not obstruct the line of sight for drivers emerging from private accesses or junctions.
- 7.16 On the basis of compliance with the above standing advice, it is not considered that the proposed advertisements would result in any unacceptable detriment to highway safety in this case. The advertisements are therefore considered acceptable in terms of public safety, in compliance with Policy DM5.

8.0 Implications

In writing this report and in putting forward recommendations officers have considered the following implications; Data Protection, Equality and Diversity, Financial, Human Rights, Legal, Safeguarding, Sustainability, and Crime and Disorder and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.

Legal Implications – LEG2627/1745

- 8.1 Planning Committee is the appropriate body to consider the content of this report. A Legal Advisor will be present at the meeting to assist on any legal points which may arise during consideration of the application.

9.0 Conclusion

- 9.1 The proposed advertisements are considered appropriate and proportionate to the purpose to which they serve, which is to inform members of the public of the Ollerton Town Centre Regeneration Project which is being considered at the site.
- 9.2 In conclusion, no issues have been raised in respect of public safety, appearance, or visual amenity impacts. The proposal is therefore considered acceptable and accords with policies CP9, CP14, DM5(b), DM9 and DM12 of the emerging A&DM DPD and the provisions of the NPPF, PPG and the Advertisements and Shopfronts Design Guide SPD, which are material considerations. Therefore, it is recommended that the application for advertisement consent be approved subject to the following conditions.

10.0 Approval

01 - Time

This consent shall expire at the end of a period of 5 years from the date of this consent.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02 - Plans

The development hereby permitted shall be built in accordance with the details and specifications included on the submitted application form and shown on the submitted drawings as listed below:

- Application form received 18 February 2026
- Site location plan ref: M00508 ZZ ZZ 2102 REV P01 received 18 February 2026
- Existing elevation showing positions for adverts 1 and 2
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- Proposed window display positioning
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- Proposed window display for window 3
- Proposed window display for window 4

Reason: To define this permission and for the avoidance of doubt.

03 - Materials

The advertisements hereby permitted shall be constructed entirely of the material details submitted as part of the planning application.

Reason: In the interests of visual amenity.

04 - Permission of owner

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

05 - Endanger, obscure or hinder

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway;
- (b) obscure, or hinder the ready interpretation of, any traffic sign; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

06 - Advert Maintained

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

07 - Hoarding Maintained

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

08 - When Removed

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

Notes to Applicant

01

The application as submitted is acceptable. In granting permission without unnecessary delay the District Planning Authority is implicitly working positively and proactively with the applicant. This is fully in accordance with Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended).

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Application case file.

Committee Plan - 26/00235/ADV

