



February 2022

Planning Services  
Rushcliffe Borough Council  
Rushcliffe Arena  
Rugby Road  
West Bridgford  
NOTTINGHAM  
NG2 7YG

Dear Sir/Madam,

**Advertisement Consent Application for signage at  
Belvoir Vale Care Home, Old Melton Rd, Nottingham NG12 5QL**

We act on behalf of Maria Mallaband Care Group, who operate and run the Belvoir Care Home.

This cover letter is submitted to support the above advertisement consent application. The application seeks permission to install a number of composite post signs to the site boundaries and a flagpole.

Signage is urgently required at the site, particularly given the use of the site and a number of occasions by which emergency services and visitors have failed to locate the care home when travelling along the A606 Melton Road.

One of the proposed signs would be installed at the junction of Melton Road and Old Melton Road within an area of bushes within the ownership of the Care Home, the other would be located along the south western boundary of the site informing vehicles travelling from the A46 of the location of the care home. The proposed flagpole would be located within the site itself.

The applicant intends to install the signs as soon as possible and would be related to the day to day operation of the business, the use of the site would be unchanged.

The signage to be installed on site includes:

- Individual composite signs on wooden legs – 2m wide x 1.2m tall (on 1.2m wooden legs).
- 6m flag pole with 1.5m x .75m flag.

**Planning History**

There is extensive planning history related to this specific Care Home. An application for two signs (15/01457/ADV) was refused in October 2015 and a subsequent appeal (15/3140089) was dismissed in April 2016. The appeal was dismissed as the size and colour of the signs were deemed to create an incongruous feature to the detriment of visual amenity. The appointed inspector concluded that signage was acceptable at the junction but the location and design should be amended to reduce the visual impact. As such the signage has on the whole been located within the site itself and not the highway verge.

**Policy 1** of the Local Plan Part 2: Land and Planning Policies 2019 states development will be acceptable where “there is no significant adverse effect upon the amenity” and “the scale, density, height, massing, design, layout and materials of the proposal is sympathetic to the character and appearance of the neighbouring buildings and the surrounding area”. The proposed signage is functional yet modest and therefore accords with the requirements of Policy 1.

**a: 9 York Place, Leeds LS1 2DS t: 0113 243 6116**

a: 32 Eyre Street, Sheffield, S1 4QZ t: 0114 354 0220

a: Alder House, Willow Tree Park, Booths Lane, Lymm, Cheshire, WA13 0GH t: 0845 604 4665

w: [www.idplanning.co.uk](http://www.idplanning.co.uk)

Given the modest scale of the signage within the wider context and the requirement for directional signage to ensure appropriate vehicle movements, the application should be approved being in accordance with local and national policy in respect of supporting appropriate advertisements.

Yours faithfully

A handwritten signature in black ink, appearing to read 'J Flanagan', with a stylized, cursive script.

Joe Flanagan MPLAN  
Senior Planner

