



Appeal Decision

Site visit made on 31 January 2022

by I Radcliffe BSc(Hons) MRTPI MCIEH DMS

an Inspector appointed by the Secretary of State

Decision date: 8th February 2022

Appeal Ref: APP/M2840/Z/21/3280789

B&Q Limited, Meadow Road, Kettering, Northamptonshire NN16 8TL

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made B&Q Limited against the decision of North Northamptonshire Council.
 - The application Ref NK/2021/0341, dated 12 April 2021, was refused by notice dated 18 June 2021.
 - The advertisement proposed is a free standing banner (sign 12).
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Decision

1. The appeal is allowed and express consent is granted for the display of a free standing banner (sign 12) as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition:-
 - 1) No part of the banner shall be illuminated.

Procedural matter

2. The applicant applied for consent for fourteen signs. Consent was granted by the local planning authority for all but one of the signs. The appeal relates to the sign for which consent was refused. This sign has already been erected and I have determined the appeal on this basis.

Main Issue

3. The main issue in this appeal is the effect of the sign on the visual amenity of the area.

Reasons

4. Paragraph 136 of the National Planning Policy Framework ('the Framework') recognises that the quality and character of places can suffer when advertisements are poorly sited and designed.
5. The B&Q store in Kettering is a large rectangular building located on the corner of Northfield Avenue and Meadow Road. The presence of a dense band of trees separating the store from Northfield Avenue and the set back of the store and the mature landscaped edge along Meadow Road creates an attractive setting for the business.
6. The sign measures 4m in width by 2m in height and is located effectively at ground level immediately behind the low retaining wall that separates the landscaped margin from the highway grass verge and the large car park in

front of the store. Facing the south east it addresses road users approaching from the south along Northfield Avenue and Meadow Road.

7. With only a small store sign next to the car park entrance on Meadow Road, and the set back of the store, the sign has not resulted in an accumulation of signs and banners on this pleasant tree lined street. The size of the banner sign is in proportion to its surroundings and sits comfortably in the gap between the ground and the base of the crown of nearby trees. Accordingly, I find that the sign does not adversely affect the visual amenity of the area.
8. I have taken into account saved policy 33 of the Local Plan for Kettering Borough and policy 8 of the North Northamptonshire Joint Core Strategy which, consistent with the Framework, seek to protect visual amenity. As a result, they are material in this case. Given that I have concluded that the proposal does not harm visual amenity, the sign does not conflict with these policies.
9. The sign is not illuminated and the application for consent does not propose any illumination. In addition to the five standard conditions, in the interests of the amenities of the area and highway safety, illumination needs to be prevented by a specific condition.
10. For the reasons given above, and having regard to all matters raised, I therefore conclude that the appeal should be allowed.

Ian Radcliffe

Inspector