



Appeal Decision

Site visit made on 17 June 2022

by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 22ND June 2022

Appeal Ref: APP/V2004/Z/22/3295956

Kingston Retail Park, Unit 2b, Kingston Street, Kingston upon Hull HU1 2TX

- 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 for the display of an advertisement.
 - The appeal is made by The Range against the decision of the Hull City Council.
 - The application Ref 21/01298/ADV, dated 6 September 2021.
 - The advertisement proposed is an internally illuminated advert with LED flex face to the front of the building.
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Decision

1. The appeal is allowed and express consent is granted for the display of the internally illuminated advert with LED flex face to the front of the building 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.

Procedural Matter

2. The Council granted express consent for an advertisement to the rear of the appeal site however imposed a condition refusing consent for the proposed advertisement sign to the front of the building, which is the subject of this appeal.
3. The appeal form made clear that the scheme had been submitted retrospectively, at the time of my site visit the advertisement was in place and I have dealt with the appeal on that basis.

Main Issue

4. The main issue is the effect of the advertisement on the amenity of the area.

Reasons

5. The appeal site is a large commercial unit located within the Kingston Retail Park. There are a number of advertisements in the area, this is not uncommon for a retail park. Units within the Retail Park have a high level projecting entrance canopies which vary in size and are supported by vertical poles. Fascia advertisements to the front of the other commercial units are contained under these canopy features.

6. The advertisement the subject of this appeal, advertising The Range, is located underneath and spans between the two canopies above the commercial frontage and entrance to the building.
7. In assessing amenity I have taking into account the advertisements on nearby commercial units. Whilst the advertisement before me is larger in scale and is not fully contained under the canopy features of the commercial unit, I observed that the advertisement identifies the building clearly and is similar to the general characteristics of the area. The sign is proportionate to the building and does not detract from the canopy features of the unit.
8. The advertisement is not incongruous to the area or the commercial unit itself. I conclude that the display of internally illuminated advert with LED flex face to the front of the building would not be detrimental to the amenity of the area.
9. I have taken into account policy 20 of the Hull Local Plan 2016 to 2032 (2017) which seeks to protect amenity and so is material in this case. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with this policy.
10. I find no conflict with the National Planning Policy Framework (2021), nor the Council's document SDP8 which seeks to protect the quality and character of places from poorly sited and designed advertisements.

Conclusion

11. The appeal is allowed and consent granted for the display of the internally illuminated advert with LED flex face to the front of the building on the terms set out in the Decision.

C Pipe

INSPECTOR