



Appeal Decision

Site visit made on 30 November 2025

by J Somers BSocSci (Planning) MA (HEC) MRTPI IHBC

an Inspector appointed by the Secretary of State

Decision date: 15 December 2025

Appeal Ref: APP/E2530/Z/25/3373082

39 Abbey Road, Bourne Lincolnshire PE10 9EN

- 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 by Mr. Suhat Orak (Bourne Grill House) against the decision of South Kesteven District Council.
 - The application reference is S24/2020.
 - The advertisement proposed is described as 'Addition of yellow and black plastic panelling to front of shop.'
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. Upon my site visit the advertisements as described in the application were already installed and in situ as per the submitted plans. As such the advertisement scheme is retrospective and I have made my judgement upon this basis.
3. I have taken the description of the advertisement from the Council's Decision Notice as this reflects in more detail the components needing consent.

Main Issues

4. Taking the above into account, the main issue is the effect of the proposed advertisement upon the amenity of the area.

Reasons

5. I am required by the Regulations¹ to exercise my power in the interests of amenity and public safety. The Council raise no concern in respect of public safety and in this case, the issue of amenity relates to visual effects. Factors relating to amenity include the general characteristics of the locality, including the presence of any features of historic, architectural, and cultural interest. This is reflected by paragraph 141 of the National Planning Policy Framework (the Framework) and National Planning Practice Guidance (NPPG).²
6. In addition to the above the South Kesteven Local Plan (LP) Policy DE1 also applies to advertisements and seeks that proposals reinforce local identity and not have an adverse impact to the street scene, and be well designed, amongst others.

¹ The Town and Country Planning (Control of Advertisements)(England) Regulations 2007

² Paragraph: 079 Reference ID: 18b-079-20140306 Revision date: 06 03 2014

7. The appeal site is located along Abbey Road, which is one of the main roads that leads from the centre of Bourne to the surrounding area. At the point of the appeal site development is transitional between the built up town environment to the less dense residential surroundings. Built form tends to be of a functional design and utilise the vernacular of the area which is predominantly a midlands red brick, although some of the older and more prominent buildings in the town centre are constructed of a buff stone meaning that the colours in the area are quite muted. Lighting levels are provided predominantly by street lighting which in the location of the appeal site, the light levels are quite low. Despite the appeal site being part of a small number of shops and takeaways, each have designs in terms of their shopfronts and signage that are relatively modest in size, colours and size which blends into the overriding residential character of the area. Opposite the site is a sports and recreation area containing Abbey Lawn cricket oval, football ground and tennis courts. These are some of the elements that make up the positive qualities and local distinctiveness of the locality.
8. As the panelling is part of the overall design of the advertisement, unlike a simple fascia sign above the shopfront which aims to blend in, the entire shopfront, fascia and surrounds becomes the advertisement with the design aimed at standing out above the surroundings. The colours of yellow and black are not consistent with the area and create a garish appearance that is not designed to be in-keeping to the existing character but illustrates that it has been designed in isolation by having bright colours against the muted tones of the surrounding area. The thickness of the cladding extends from the façade, which increases the visual bulk and massing of the cladding. Whilst I agree with the Appellant that a modern styled shopfront could be appropriate in this location that is honest in it's approach, the design needs to be appropriate to the area. The use of poor quality materials such as powder coated aluminium will not stand the test of time or age well compared with traditional materials and could not be considered high quality.
9. Whilst I note the benefits of the scheme noted by the Appellant that the new use encourages employment, creates a new use which refurbishes an existing underutilised unit, the investment in the local economy which increases the vitality and viability of the local area, this is related to the use rather than the advertisement. These benefits would also be realised with an advertisement scheme that was made more in accordance with the policies of the Development Plan.
10. Taking the above into account, the yellow and black panelling is not an appropriate architectural approach which interferes with the positive qualities of local character and distinctiveness of the area. As a consequence the signage would result in material harm to the amenity of the area and be made contrary to LP Policy DE1 together with the Advertisement Regulations, as described previously.

Conclusion

11. For these reasons, and having considered all matters raised in evidence and from what I saw during my site visit, the appeal should be dismissed.

J Somers

INSPECTOR