
Appeal Decision

Site visit made on 26 January 2026

by David Reed BSc DipTP DMS MRTPI

an Inspector appointed by the Secretary of State for Housing, Communities and Local Government

Decision date: 9 March 2026

Appeal Ref: APP/C1570/Z/25/3376086

Holland & Barrett Ltd, 6 Market Place, Saffron Walden CB10 1HR

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Holland & Barrett against the decision of Uttlesford District Council.
 - The application Ref UTT/25/1301/AV, dated 29 August 2025, was refused on 23 October 2025.
 - The advertisement proposed is the removal of the existing signage and graphics and replacement with new signage and graphics: 7 no. fascia signs, 5 no. vinyl graphics, 1 no. manifestations sign.
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Decision

1. The appeal is allowed and express consent is granted for the removal of the existing signage and graphics and replacement with new signage and graphics: 7 no. fascia signs, 5 no. vinyl graphics, 1 no. manifestations sign at Holland & Barrett Ltd, 6 Market Place, Saffron Walden CB10 1HR, in accordance with the terms of the application, Ref UTT/25/1301/AV, dated 29 August 2025, subject to the five standard conditions set out in the regulations.

Main Issue

2. The main issue is the effect of the advertisement signs on the visual amenity of the area, including the effect on the significance of the Grade II listed building and the character and appearance of the Saffron Walden Conservation Area (CA).

Reasons

3. Holland & Barrett have occupied the listed building on the northwestern corner of the Market Place with a side elevation on Market Hill since about 2017. Most of the advertisement displays in place until recently were approved at that time, although three vinyl displays on Market Hill were apparently unauthorised. The displays have recently been replaced in line with a new corporate branding strategy and the application seeks permission for these changes.
4. The revised displays include new H & B logos above the doors on both front and side elevations, two Holland & Barrett fascia signs suspended internally within the shop windows on the front elevation, three fascia signs above the windows on the side elevation and smaller signs on the doors. The Council has no objection to any of these, only to the final element, three large vinyl graphics installed on the

side windows facing Market Hill. These are said to be unduly prominent and intrusive, amounting to visual clutter that dominates the highly visible side elevation. In particular, the colour and design of the graphics are said to be in stark contrast to the history and muted appearance of the host building.

5. Dating from the 18th with an early 19th century facade No 6 is a prominent Grade II listed building on Market Place with a long side frontage on Market Hill. The building, of plastered brick and slate, has two stories and attics, the side elevation on Market Hill being six bays wide with first floor sash windows, a modillioned eaves cornice and four dormer windows on the roof slope. The ground floor comprises three traditional shop windows albeit blocked either side of a 19th century door with deep cornice hood.
6. The three large vinyl graphic displays which are in dispute cover the three shop windows but these have been obscured for many years without any enforcement action being taken. The traditional fascia and pilaster surrounds are retained. The vinyl displays include unobjectionable lettering - Hello Saffron Walden – but also in two cases large sized colour photos. These are certainly bright and attract attention, being somewhat more colourful than the predecessor Holland & Barrett display and the earlier Beales Department Store display as shown in the photos submitted by the appellant. But the difference is marginal, and the display not out of place in a prime town centre retail location. This is particularly the case here as the retail shops opposite – Angela Reed, Joules and Peacocks – are painted bright colours with large plate glass windows containing bright colourful displays. The vinyl displays are modest by comparison and do not detract from the character and historic interest of the host building or, given its commercial nature, this part of the Saffron Walden CA.

Conclusion

7. For these reasons the advertisement signs do not adversely affect the visual amenity of the area nor detract from the significance of the Grade II listed building or the character and appearance of the Saffron Walden CA. They comply with Policies GEN2, ENV1 and ENV2 of the Uttlesford Local Plan 2005, Policy SW7 of the Saffron Walden Neighbourhood Plan and the Uttlesford Shopfront Design Guide SPD. These require development to be compatible with surrounding buildings, to preserve the conservation area, to be in keeping with the character of the listed building and for shopfronts to be of an appropriate scale and proportion. The signs also comply with the legislative duties to have special regard to the desirability of preserving listed buildings and their settings and to pay special attention to the desirability of preserving or enhancing the character or appearance of the CA.
8. The appeal should therefore be allowed.

David Reed

INSPECTOR