

**North Northamptonshire Area Planning (Kettering)  
Committee  
30/11/2022**

<b>Application Reference</b>	<b>NK/2022/0531</b>
<b>Case Officer</b>	<b>Louisa Johnson</b>
<b>Location</b>	<b>Art Gallery, Sheep Street, Kettering</b>
<b>Development</b>	<b>Advertisement Consent: 1 no. internally illuminated wall mounted sign</b>
<b>Applicant</b>	<b>K Purnell, North Northamptonshire Council</b>
<b>Agent</b>	<b>Mr J Lock GSS Architecture</b>
<b>Ward</b>	<b>Northall Ward</b>
<b>Overall Expiry Date</b>	<b>12/10/2022</b>
<b>Agreed Extension of Time</b>	

All plans and documents can be viewed using the application reference number at <https://www.kettering.gov.uk/planningApplication/search>

**Scheme of Delegation**

This application is brought to committee because the Council is the applicant / landowner and there are unresolved, material objections to the proposal.

**1. Recommendation**

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1.1 That advertising consent be GRANTED subject to conditions.

**2. The Proposal**

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2.1 Advertisement Consent: 1 no. internally illuminated wall mounted sign.

### **3. Site Description**

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- 3.1 The site is the new entrance to the art gallery on Sheep Street, Kettering.
- 3.2 Site Constraints:  
Kettering Town Centre Conservation Area  
Grade II listed building  
Setting of listed building

### **4. Relevant Planning History**

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- 4.1 List all previous planning applications as follows:

NK/2022/0287. S19. Variation of KET/2020/0697 (External alterations and extensions to include conversion of café to museum entrance, new ramps, removal of trees and creation of new public areas): Increase in roof height to first floor extension. Approved 23/06/2022.

NK/2022/0285. NMA. KET/2020/0696 (External alterations and extensions to include conversion of café to museum entrance, new ramps, removal of trees and creation of new public areas): Increase in roof height to first floor extension. Approved 23/06/2022.

NK/2021/0553. S19. Variation to Condition 2 (approved plans) and 8 (Plant Machinery) of KET/2020/0697 (External alterations and extensions to include conversion of existing café to Museum entrance, new ramps, creation of new public areas. Internal alterations to create exhibition space and offices, change toilet layout and replace staircase): Inclusion of a limited amount of low level roof plant within a concealed location. Increase in height of feature roof light over cafe area. Approved 28/07/2021.

NK/2021/0551. NMA. KET/2020/0696 (External alterations and extensions to include conversion of café to Museum entrance, new ramps, removal of trees and creation of new public areas): Inclusion of a limited amount of low level roof plant within a concealed location. Increase in height of feature roof light over cafe area. Approved 28/07/2021.

KET/2020/0697. KBC/LBC. External alterations and extensions to include conversion of existing café to Museum entrance, new ramps, creation of new public areas. Internal alterations to create exhibition space and offices, change toilet layout and replace staircase. Approved 20/01/2021.

KET/2020/0696. KBC. External alterations and extensions to include conversion of café to Museum entrance, new ramps, removal of trees and creation of new public areas. Approved 20/01/2021.

### **5. Consultation Responses**

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A full copy of all comments received can be found on the Council's website at:

<https://www.kettering.gov.uk/planningApplication/search>

5.1 Parish / Town Council

The Council wishes to maintain its objection to this application. The signage is not in keeping with the character of the buildings or the wider conservation area. The need for the sign to be illuminated and the manner in which it is proposed to illuminate it is not acceptable or necessary. The materials proposed are not appropriate. The applicant is urged to consult on its proposals beforehand.

The Council notes the sheer volume of neighbour comments, which demonstrates the continued level of unhappiness with the overall branding and signage.

5.2 Neighbours / Responses to Publicity

40 number of letters have been received. The issues raised are summarised below:

The name 'Cornerstone' has no relation to the historic past of Kettering and gives no indication of what is inside these buildings.

The modern sign does not respect the heritage setting and is inappropriate on a listed building. The illumination downgrades the importance of the whole building and the Manor House.

5.3 Environmental Health

No comment

**6. Relevant Planning Policies and Considerations**

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6.1 Statutory Duty

Planning law requires that applications for planning permission must be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

6.2 Legislation

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

6.3 National Policy

National Planning Policy Framework (NPPF) (2021)  
Policy 2. Achieving sustainable development  
Policy 12 - Achieving well-designed places

6.4 North Northamptonshire Joint Core Strategy (JCS) (2016)

Policy 1: Presumption in favour of Sustainable Development  
Policy 2: Historic Environment  
Policy 8: North Northamptonshire Place Shaping Principles

6.5 Site Specific Part 2 Local Plan

Policy LOC1 – Settlement Boundaries



- 6.6 Kettering Town Centre Area Action Plan  
Policy 11: Public Realm and Public Art  
Policy 12: Heritage Conservation and Archaeology  
Policy 23: The Cultural Quarter

## **7. Evaluation**

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The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) state that the Local Planning Authority shall exercise their powers under these regulations only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. Paragraph 67 of the National Planning Policy Framework states that only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the Local Planning Authority's detailed assessment; and that advertisements should be subject to control only in the interests of amenity and public safety.

Therefore, the key issues for consideration in this application are:

Amenity and Heritage implications  
Highway safety implications  
Cumulative Impact

### **7.1 Amenity and Heritage implications**

- 7.1.1 The council is required by section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.
- 7.1.2 Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on a decision maker to pay special attention to the need to preserve or enhance the character or appearance of a conservation area.
- 7.1.3 The application site is located on Sheep Street and forms the new entrance to the Museum part of the GLaM project (Alfred East Art Gallery, Library and Manor House Museum). The new entrance to the museum is located at the rear of the building facing the Manor House museum building and Council car park and is not visible from Sheep Street. The site falls within the town centre conservation area and the building is a grade II listed building as is the Manor House museum building.
- 7.1.4 The proposal is to erect one illuminated fascia sign located above the front elevation and measuring approximately 3.6m wide, the logo would be 76cm high and the lettering 32 cm high. The sign would be individually cut out and would protrude from the wall by 7cm from the wall. The sign would include a logo and the lettering 'Cornerstone'.

7.1.5 The front faces of the symbol and letters will be manufactured from Perspex Opal white acrylic and the illumination would form a glow rather than a direct beam. The illumination level would be controlled and adjustable by means of dimmable wide angle beam LED units that will illuminate the sign elements from the rear - these will be controlled by an external dimmable lighting controller. The maximum level of illumination that could be achieved would be 700 cd/m<sup>2</sup>. However, the applicant has confirmed that the illumination level would be significantly lower than this.

7.1.6 The proposed sign is located within the conservation area, on a new extension to a listed building as well as being in the setting of another listed building and as such this is a sensitive location. Given this it is recommended that a condition is attached limiting the illumination levels to no more than 400 cd/m<sup>2</sup> a low level suitable for rural areas as set out in the *Professional Lighting Guide 05: The Brightness of Illuminated Advertisements*. It is considered that the proposed advertisement with cut out lettering of the sign, along with the low level of illumination in the form of a glow (to be secured by condition) would not have a significant detrimental impact on heritage assets.

7.1.7 The proposed sign would not be visible from the street or any residential properties and as such it is considered that it would not have an adverse impact on the amenity of the area.

## 7.2 Highway safety implications

7.2.1 In respect to public safety, The Town and Country Planning (Control of Advertisements (England) Regulations 2007 states that consideration should be given to safety of persons using the highway, the implications for interpretation of signs and the implications for the operation of any device used for the purpose of security. Policy 8 of the North Northamptonshire Joint Core Strategy and Saved Policy 33 of the Local Plan requires that signage does not prejudice highway safety.

7.2.2 There will be no adverse impact on highway safety as the proposed sign would be set within the site and the level of illumination would be low. The sign may be visible in long views from Bowling Green Road, however it is considered that the distance would be such that it would have an impact on highway safety. Therefore it is considered that the proposals would not have an adverse impact on the highway. It is therefore considered that the advertisement would not pose a risk to public safety.

## 7.3 Cumulative Impact

7.3.1 Having regard to existing signage / advertisements being displayed on other local units the proposed signage will not have an adverse cumulative effect on the amenity of the area or highway safety.

## 8. Other Matters

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- 8.1 Comments: a number of comments raised concerns that the name 'Cornerstone' does not relate to the building and has no historical or cultural connect with Kettering. However, the name is not a matter that can be considered as advertisements are controlled with reference to their effect on amenity and public safety only. Therefore this has not been considered further here.

## **9. Conclusion / Planning Balance**

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- 9.1 The advertisement application is in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, subject to the addition of relevant conditions. Consent should therefore be given.

## **10. Recommendation**

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- 10.1 That advertising consent be GRANTED subject to conditions.

## **11. Conditions**

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1. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land).

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

2. No advertisement shall be sited or displayed so as to -

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air, or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

3. Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.



5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

6. The luminance of the advertisement shall not exceed 400 candela per square metre.

REASON: In the interest of the amenities of the area and heritage assets in accordance with Policies 2 and 8 of the North Northamptonshire Joint Core Strategy.

7. The illumination of the proposed sign shall be of a static non-intermittent type.

REASON: To protect the amenities of nearby properties.

## 12. Informatives

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Positive/Proactive - amendments  
Building Regulations consent required

List of plans

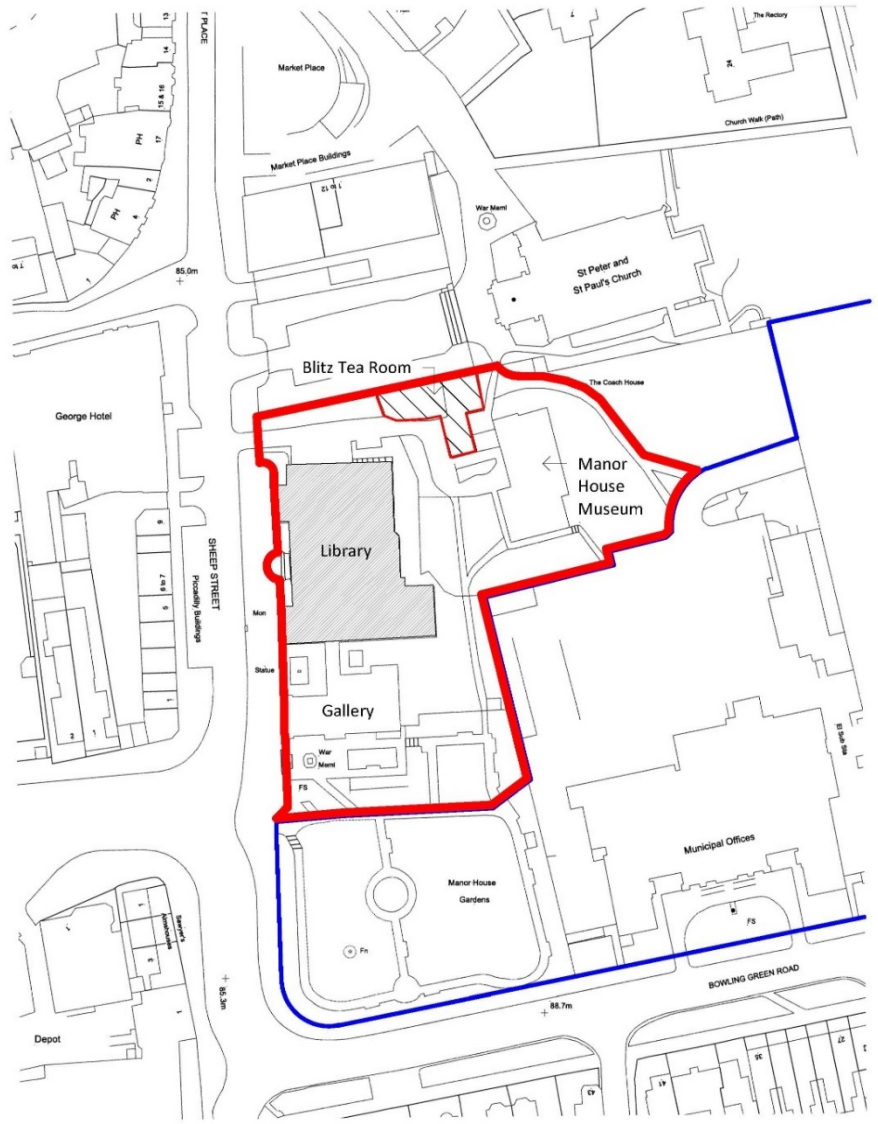
The plans and documents, some of which may have been subsequently referenced by the LPA, are set out below and form the basis for this decision:

<b>Title</b>	<b>NK Ref.</b>	<b>Agent's Ref</b>	<b>Received Date</b>
Location plan		(S)00E	17/08/22
Proposed site plan		(00)01A	11/08/22
External signage 3D view		(SK)58	11/08/22
Advert location plan		(SK)05	17/08/22
Signage elevations		(SK)59	17/08/22
1:1 signage drawing	NK/2022/0531/2		17/08/22
External signage details	NK/2022/0531/3		

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VISUAL SCALE 1:1250 @ A4



This drawing is purely for discussion purposes only. It is not to be taken as a proposal for construction detailing, and instead it is primarily intended to convey the overall spatial layout of the building or parts of it. Please refer to the developed production information drawings for detail, construction and measurement purposes.

**PRELIMINARY ISSUE**

**Drawing Title:**  
Site Location Plan

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**File Number:** K075b

**Drawn By:** LTDS

**Checked By:** WFA

**Scale@A4:** 1:1250      **Date:** 29.09.20

**Dwg No:** (S)00      **Rev:** E

**GSSarchitecture**

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Rev.	Date	Drawn	Chkd	Description
D	29.07.22	JAL	TJ	Disclaimer on sheet removed
E	17.08.22	JAL	SAR	A4 sheet updated

- Site Boundary
- Other Owned Land
- Leased by Blitz Tea Room
- Northamptonshire County Council - owned Library

**Project Title:**  
Kettering Gallery, Library and Museum Integration

**Client:**  
Kettering Borough Council