

Delegated Report

Planning Ref: 24/00011/ADV
Applicant: Sheldon Bosley Knight
Ward: Cadeby Carlton M Bosworth & Shackerstone



Hinckley & Bosworth
Borough Council

Site: 20A Market Place Market Bosworth Nuneaton

Proposal: Replacement of 2 non illuminated signs and 1 illuminated sign to shopfront

1. Recommendations

1.1. Grant planning permission subject to:

- Planning conditions outlined at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent to replace three existing signs at 20A Market Place, Market Bosworth with signs of the same type and size but with the names of the new company.

3. Description of the Site and Surrounding Area

- 3.1. The application site is an office building located at the south side of Market Place. The site is Grade II listed. The listing describes the building as: 'Offices premises, formerly dwelling. Early C19. Brick with plain tiled roof. Two storeyed, three bays with central door flanked by 3-light wood mullion and transomed windows with cambered brick heads. Deep eaves blind. Gable end stacks.'
- 3.2. This site lies at the centre of Market Bosworth. Market Place is largely made up of late C18 or early C19 buildings, urban in character and constructed of red brickwork or painted render and sits at the heart of the Market Bosworth Conservation Area.

4. Relevant Planning History

17/00135/LBC	Internal alterations to see removal of studded wall in front reception area, glass studded counter and replacement of doors.	LBC	11.04.2017
17/00154/ADV	New signage to front elevation, 1 no. non-illuminated fascia sign and 1. no illuminated hanging Sign.	ADV	18.04.2017

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the vicinity of the site
- 5.2. No letters of representation were received.

6. Consultation

- Market Bosworth Parish Council – no objection.
- HBBC Conservation Officer – no objection.
- HBBC Environmental Services – no objection.
- Historic England – no comment.
- LCC Highways – no objections.
- Market Bosworth Society – no objection.

7. Policy

7.1. Site Allocations and Development Management Policies DPD (2016)

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM10: Development and Design
- Policy DM11: Protecting and Enhancing the Historic Environment
- Policy DM12: Heritage Assets
- Policy DM17: Highways and Transportation

7.2. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2012)
- Planning Practice Guidance (PPG)

8. Appraisal

8.1. Key Issues

- Visual Amenity
- Public Safety

- 8.2. Paragraph 67 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Only those advertisements which would clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interest of amenity and public safety, taking into account cumulative impacts.

Visual amenity

- 8.3. Policy DM23 of the Site Allocations and Development Management Policies DPD sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council. Policies DM11 and DM12 seek to preserve and enhance the character of the conservation area.
- 8.4. By virtue of the proposed location, size and design of the signs, the use of appropriate materials for the signs and the use of focused illumination, the proposal will ensure there will be no detrimental impact on the amenity of the area which includes the appearance of the significant grade II listed 20 & 20A Market Place and the Market Bosworth Conservation Area and is therefore in accordance with Policies DM11, DM12 and DM23 of the SADMP.

Public Safety

- 8.5. LCC Highways has raised no objection to the proposal. It is not considered that the proposed signage would impact on public safety.

9. Equality Implications

- 9.1. Section 149 of the Equality Act 2010 created the public sector equality duty. Section 149 states:-

(1) A public authority must, in the exercise of its functions, have due regard to the need to:

(a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

(b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

(c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

9.2. Officers have taken this into account and given due regard to this statutory duty, and the matters specified in Section 149 of the Equality Act 2010 in the determination of this application.

9.3. There are no known equality implications arising directly from this development.

10. Conclusion

10.1. The design, siting, and lack of illumination would not have an adverse impact on visual amenity of the area and setting of nearby listed buildings. The signage would not have an adverse impact on public safety. The application is considered to be in accordance with Policy DM1, DM11, DM17 and DM23 of the SADMP and is therefore recommended for approval subject to conditions.

11. Recommendation

11.1. **Grant planning permission** subject to:

- Planning conditions outlined at the end of this report.

11.2. Conditions and Reasons

1. (i) The consent hereby granted shall expire FIVE years from the date of this notice.

(ii) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(iii) 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.

(iv) 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.

(v) 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.

(vi) Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

2. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details received by the local authority on 05/01/2024.

Reason: To ensure the visual amenity of the area to accord with Policies DM1, DM11, DM12, DM17 and DM23 of the adopted Site Allocations and Development Management Policies DPD.

11.3. **Notes to Applicant**

1. The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at buildingcontrol@hinckley-bosworth.gov.uk or call 01455 238141.