

Delegated Report

Planning Ref: 25/00833/ADV

Applicant: Mr Charles Bolton

Ward: Cadeby, Carlton and Market Bosworth with Shackerstone

Site: 23 Main Street, Market Bosworth

Proposal: Non illuminated fascia and projecting sign

Case Officer: Gwion Russell (Planning Officer)



Hinckley & Bosworth
Borough Council

1. Recommendations

1.1. Grant advertisement consent subject to:

- Conditions outlined at the end of this report

2. Planning application description

2.1. This application seeks to replace both an existing wall-mounted retail fascia board and a projecting hanging fascia board with fascias of identical dimensions but differing visual styles to reflect a change of retail business.

2.2. The proposed advertisement is a fascia sign displaying the company name 'Living Wild'. The sign will measure 4.24m in width, 0.5m in height, 0.1m in depth and would be positioned with its base 2.8m above ground level. It would project a maximum of 0.1m from the building's principal elevation, fronting the highway. Individual letters and symbols would not exceed 25cm in height. The sign will be constructed from powder-coated aluminium and feature black text on an orange-shaded background. The advertisement would not be illuminated.

3. Description of the site and surrounding area

3.1. The application site at 23 Main Street is currently occupied by a retail unit. It forms the end property in a terrace of retail units located on the west side of Main Street, which lies to the north of Market Square and Market Street and within the settlement boundary of Market Bosworth. The surrounding area consists mainly of late 18th and early 19th Century Buildings with red brick, wooden sash windows and doors. The application property is accessible from Main Street, Market Bosworth with a narrow pavement separating it from the highway.

3.2. The application site, along with much of the eastern and northern parts of Market Bosworth are within the Market Bosworth Conservation Area (adopted 2014), with a number of statutorily and locally listed heritage assets dotted within its boundary. Directly opposite the application site sits The Red Lion Public House List entry: 1361289) and Nos. 10 and 12 Main Street (List entry: 1307416). No. 23 Main Street, itself, is identified as an important local building.

4. Relevant planning history

- **16/01047/ADV**
- One illuminated fascia sign
- Advertisement Consent

5. Publicity

5.1. The application has been publicised by sending out letters to nearby businesses.

5.2. A site notice was also posted within the vicinity of the site.

5.3. No responses have been received.

6. Consultation

6.1. The following consultees raised no objections to the advertisement:

- Market Bosworth Parish Council
- Market Bosworth Society

6.2. The following comments were provided by the HBBC Conservation Officer:

'It is considered that the application building and its current arrangement of a relatively modern commercial frontage and signage is a neutral element within the Market Bosworth Conservation Area.'

and

'The proposal would consist of replacing the existing fascia and projecting signage to the frontage of the building. There would be no alterations to the positions and dimensions of the existing signage, with the alterations limited to changing the dark blue colours of the existing business to a mixture of brown and orange colours for the proposed new business, as well as altering the font typeface. In my opinion the visual change from the proposed replacement sign would be negligible and it would have a neutral impact on the character and appearance of the property and the wider Market Bosworth Conservation Area, thus preserving its heritage significance. Subsequently the proposal complies with Policies DM11 and DM12 the SADMP, section 16 of the NPPF and the statutory duty of Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.'

7. Policy

7.1. Core Strategy (2009)

- No relevant policies

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

- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

7.3. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2023)
- Planning Practice Guidance (PPG)

7.4. Market Bosworth Neighbourhood Plan Review Referendum Version 2020-2039 (2025)

- Policy CE1a: Character Areas
- Policy DC1: Design Codes
- Policy BD4: Heritage Asset Protection

7.5. Other relevant guidance

- Good Design Guide (2020) (Section 8)
- National Design Guide (2019)

8. Appraisal

8.1. Key Issues

- Assessment against strategic planning policies
- Impact upon the character of the area
- Impact upon nearby buildings of heritage significance
- Impact upon public safety

Assessment against strategic planning policies

- 8.2 Paragraph 141 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 appreciative impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisement should be subject to control only in the interest of amenity and public safety, taking into account cumulative impacts.

Impact upon the character of the area

- 8.3 Policies DM10 of the Site Allocations and Development Management Policies (SADMP) DPD seek to ensure development complements or enhances the surrounding area.
- 8.4 Policy DM23 of the Site Allocations and Development Management Policies DPD sets out the circumstances in which applications for outdoor advertisements on shops fronts will be approved by the Borough Council. Policy DM23 also states that development and advertisements should preserve, protect and enhance the character and visual amenity of the conservation area. This is echoed by Policy CE1 of the Market Bosworth Neighbourhood Plan which states that new development should be in keeping with its Character Area in regards to scale, layout and materials to retain local distinctiveness and create a sense of place.
- 8.5 No. 23 Main Street is located to the eastern section of the Market Bosworth Conservation Area. It is a historic single-storey terraced property with a retail frontage that benefits from minimal visibility splays from the central Market Square. It contributes positively to the character and appearance and thus significance of the conservation area and is identified as being of local importance in the Conservation Area Appraisal.
- 8.6 Section 8 of the adopted Good Design Guide contains guidance relating to advertisements and shop fronts. It states that "Good design should address the composition, material, and structure of the shop-front. It should also consider the signage, illumination, security and any additional elements as a planned whole, reflecting the established character of the building and street-scene whilst allowing a degree of flexibility".
- 8.7 Given the larger fascia sign is largely in the same position as previous/existing signage and its dimensions specifically are consistent with what is already approved, this assessment will not consider any further design considerations in relation to dimensions and scale. The advertisement is considered to be made from acceptable materials - specifically powder-coated aluminium - and is of an appropriate material design that does not differ materially from the previous signage. As such, no further design considerations are necessary. Since the signs are not proposed to be illuminated (as was previously conditioned), they are deemed acceptable in terms of their impact on the visual amenity of the street scene and the wider Conservation Area and complies with the guidance of the Good Design Guide.

- 8.8 Reviewing the current advertisement set-up, both separate fascias are of a black colour with white text and feature no illumination. The proposed change to a pastel-orange background shade will not detract from neighbouring retail units or heritage assets and will not result in an out-of-context colour. If the orange were more vibrant it may risk attracting attention and altering the street scene detrimentally.
- 8.9 It also states that hanging signs should be appropriately sized in relation to the building and street, use suitable materials, shapes, and forms, avoiding large box signs; display only essential information; be fixed using an appropriate and attractive method with the most suitable signage being supported by slender, well-designed brackets made from quality materials.
- 8.10 Given the hanging sign is approximately the same dimensions as the previous/existing sign, no further assessment will be made in relation to the hanging sign dimensions. The existing metal frame supporting the hanging fascia sign - a decorative black wrought iron 'A' frame with a circular design (traditional of 1970s design) - will be retained to hold the new sign. This feature complements the character of the area and maintains continuity with the previous signage.
- 8.11 The Good Design Guide also states 'a well-designed shopfront employs the minimum number of visual elements required to effectively advertise the business while contributing to a clean, restrained, and visually appealing streetscape. The principle of "less is more" should be applied, avoiding unnecessary visual clutter. This includes limiting excessive signage, plastic foliage, and other decorative additions affixed to the shopfront. Additionally, efforts should be made to remove general detritus such as exposed air-conditioning units, loose wiring, and prominent roller shutter boxes.'
- 8.12 Given there are only two proposed fascia boards, it does not represent an over proliferation of unnecessary advertisements. Especially, comparing the proposals to what has been previously approved.
- 8.13 It is worth noting, the proposed signage, which advertises a gallery and gift store, displays slightly more text than previously approved – a business telephone number and a website address for the business. Although this is considerably more than the minimally designed previous use (the business name, 'Alexanders' was used in its entirety), the fascia's text is not uncommon and can be found on signage upon nearby retail units, Fox's County Properties and TFS Solicitors nearby are pertinent examples.
- 8.14 Although the background colour will change, no further significant alterations are proposed in terms of the sign's dimensions or illumination (and continues to not be illuminated). The proposal, only involves the sign's content and main colour, which results in minimal impact on the overall design.
- 8.15 With the above in mind, it is considered that the proposal is in accordance with Policy DM23 of the SADMP, The Good Design Guide and Policy CE1 of the Market Bosworth Neighbourhood Plan.

Impact upon nearby buildings of heritage significance

- 8.16 Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on the local planning authority when considering whether to grant listed building consent to have special regard to the desirability of preserving the building or its setting or any features of special architectural and historic interest which it possesses. Section 66 of the Act places a duty on the local planning authority when determining applications for development which affects a listed building or its setting to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural and historic interest which it possesses.

- 8.17 Section 16 of the NPPF provides the national policy on conserving and enhancing the historic environment. Paragraphs 199-202 of the NPPF require great weight to be given to the conservation of designated heritage assets when considering the impact of a proposed development on its significance, for any harm to the significance of a designated heritage asset to have clear and convincing justification, and for that harm to be weighed against the public benefits of a proposal.
- 8.18 Policies DM11 and DM12 of the adopted SADMP seek to protect and enhance the historic environment including listed buildings and heritage assets. The policies seek to ensure that all proposals for the extension or alteration of listed buildings and development within their setting shall only be permitted where it is demonstrated that they are compatible with the significance of the building to ensure that the significance of a listed building and its setting is preserved and enhanced.
- 8.19 Policy BD4 of the Market Bosworth Neighbourhood Plan states:
'Proposals that will result in harm to, or unnecessary loss of, an asset of local heritage value will only be supported if it can be demonstrated that, on balance, the overall benefit outweighs any harm or loss.'
- The application site (and associated advertisements) sit opposite two statutorily listed buildings. Given the fascia is a replacement and similar in design and scale to the fascia it replaces, it poses no further detrimental impact. In addition, given that the fascia board is non-illuminated it does not detract attention from nearby assets.
- 8.20 For the above reasons it is considered that the proposal is compatible with the significance of the nearby Grade II listed buildings nearby - The Red Lion Public House and Nos. 10 and 12 Main Street and it would preserve the character and appearance and thus significance of the Market Bosworth Conservation Area.
- 8.21 Attention is drawn to the comments submitted by the HBBC Conservation Officer:
'The proposal would consist of replacing the existing fascia and projecting signage to the frontage of the building. There would be no alterations to the positions and dimensions of the existing signage, with the alterations limited to changing the dark blue colours of the existing business to a mixture of brown and orange colours for the proposed new business, as well as altering the font typeface. In my opinion the visual change from the proposed replacement sign would be negligible and it would have a neutral impact on the character and appearance of the property and the wider Market Bosworth Conservation Area, thus preserving its heritage significance'.
- 8.22 Consequently, the proposal complies with Policy BD4 of the Market Bosworth Neighbourhood Plan, Policies DM11, DM12 of the SADMP, section 16 of the NPPF and the statutory duty of Sections 16, 66 and 72 of the of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- Impact upon public safety
- 8.23 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.24 Policy DM23 of the SADMP states that high quality shop fronts and advertisements must not have a detrimental impact on public safety.
- 8.25 With specific regard to public safety, the delegated officer report for the previous application, **16/01047/ADV**, states: *'The fascia sign would be situated fronting onto Main Street. It is considered that the signs siting and size would have no detrimental impact upon public safety.'*
- 7.6. The projecting hanging fascia board, maintains within the parameters of the pavement and no part is proposed to overhang a vehicular road.

- 7.7. Given that the only alteration is the change in colour, and no additional public safety concerns are introduced compared to application **16/01047/ADV**, it would be unreasonable to withhold consent.
- 7.8. With the above in mind, it is therefore considered that the proposed advertisements would not cause any material impacts upon pedestrian or vehicular safety in compliance with policies DM17 and DM23 of the SADMP.

Equality implications

- 8.26 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.
- 8.27 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.
- 8.28 There are no known equality implications arising directly from this development.

9. Conclusion

- 9.1 Overall the proposal is deemed acceptable and would preserve the character and appearance of the area. The advertisement would not cause any significant impacts upon pedestrian or vehicular safety, impact the street scene detrimentally, or detract from the heritage of the Market Bosworth Conservation Area. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM17, DM23 of the SADMP and the wider policies of the NPPF

10. Recommendation

- 11.1 **Grant advertisement consent** subject to:

- Planning conditions outlined at the end of this report

11.2 Conditions and Reasons

1. The grant of express consent shall expire at the end of a period of five years from the date of this notification.

Reason: To comply with the requirements of Regulation 16(2) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. All advertisement consents are subject to five standard conditions specified in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which are as follows: -
- a) 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

- b) No advertisement shall be sited or displayed so as to:-
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle
- c) 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
- d) 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
- e) 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: To comply with the requirements of Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:
 - Application Form
 - Site Location Plan
 - Proposed Signage (Pages 2, 3 and 4 of 4)
 - All received by the Local Planning Authority on 5th September, 2025.

Reason: To protect the visual amenity of the area to accord with Policies DM1 and DM23 of the Site Allocations and Development Management Policies Development Plan Documents.

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.