Reference: **08/00272/LBC**

Applicant: **R G Fudge**

Location: **8 Market Place, Market Bosworth**

Proposal: **ERECTION OF SIGNAGE.**

Introduction:-

This is a Grade II listed building in the north-west corner of the Market Place in the commercial heart of the Conservation Area. The proposal will replace the existing painted sign on the fascia of the shop front with a similar painted sign. The applicant will also introduce a new sign above the central cast iron ground floor window adjacent to the shop entrance door.

The existing swan necked brass lamps above the existing shop front fascia will be removed and replaced with down lighters at eaves level and three further lamps behind the highly carved barge boards. Although the latter will be concealed, the size and type needs to be approved.

The design of the new lettering signage is to be constructed out of timber and painted. The use of a tea cup will add interest to this part of the Conservation Area. It is considered to be acceptable. A minor concern is the fixing of the lettering, which will be conditioned to ensure it does not damage the facing brickwork.

History:

Consultations:

The Parish Council does not object to the lettering or the lighting but feels the tea cup is inappropriate. The Parish Council also objects to the proposal to replace the first floor window with plain glass.

The Market Bosworth Society would prefer to see the lettering fixed to a traditional sign board in place of individual letters and are also concerned about the fixings.

Site and Press Notice were displayed and neighbours notified and one letter has been received which raises the following objections:

The fixings will damage the facing brickwork. It is suggested that the letters are fixed to a sheet of Perspex.

The lettering should be restricted to a hanging sign.

Development Plan Policies:-

National Policy

Planning Policy Guidance Note 15

Local Plan Policies

BE1 Design and Siting of Development

BE4 Alterations to Listed Buildings

Appraisal

Alterations to the Listed Building

The written justification highlights the importance of advertising to support the trade of this important shop in this corner of the Conservation Area. The proposed new sign will draw attention to the delicatessen from passersby in the Market Place. Although the building is listed grade II, it is important to ensure that the use of the building is supported and the business can survive as an independent retail business.

The new fascia signage is considered to be an improvement over the previous signage. The loss of the swan necked lamps above the fascia and their replacement with fascia level lamps and lamps behind the carved barge boards, is also seen as an improvement. The issue of the fixings and the damage they may cause to the brickwork can be overcome by fixing into the mortar joints. The fixings will be conditioned.

Impact on the Conservation Area

The shop is located in a very attractive building in a key corner of the Conservation Area. The proposal will have minimal impact in the conservation area and are generally considered to be acceptable.

Conclusion

These proposals are generally considered acceptable and will retain in commercial use this very important building in the heart of the Conservation Area.

RECOMMENDATION: Permit subject to the following conditions:

SUMMARY **OF DECISION** – The proposal is in conformity with Policies BE1 and BE4 of the Hinckley and Bosworth Local Plan. Planning Permission is granted subject to conditions:

1 The works hereby permitted shall be begun before the expiration of three years from the date of this permission.

2 Notwithstanding the submitted drawings, a detailed specification for the lettering fixings and the lamps shall be submitted to the local planning authority for written approval. The scheme shall be implemented in accordance with the approved specifications.

REASONS:-

1 To comply with the requirements of Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990

2 & 3 In the interests of the appearance and character of the Listed Building to accord with policies BE3 and BE5 of the adopted Hinckley and Bosworth Local Plan.

Notes to applicant:-

1 Bats, nesting birds, great crested newts and certain other species are protected by law. If any such species are discovered before or during the work, the works must be suspended and the local office of Natural England contacted for advice.

2 This permission does not grant approval under the Building Act 1984 and the Building Regulations 2000 (as amended) for with a separate application may be required. You are advised to contact the Building Control Section.

3 It should be noted that the lettering fixings shall be restricted to the mortar joints only. No fixings shall be permitted into the existing brickwork.