

Delegated Report

Planning Reference 26/00630/ADV
Applicant Mrs Nadya Jethwa
Ward Cadeby, Carlton, Market
Bosworth & Shackerstone



Application Site 22 Market Place, Market Bosworth

Proposal 1 non-illuminated fascia sign and 2 non-illuminated
wall mounted signs

Case Officer Gwion Russell (Planning Officer)

1. Recommendations

- 1.1. **Grant advertisement consent** subject to planning conditions detailed at the end of this Report.

2. Planning Application Description

- 2.1. This application seeks to install two wall-mounted signs and one fascia board along the principal and south elevations of a Use Class E(e) (Pharmacy and Health Suite) unit.
- 2.2. The proposed signage comprises the following:
- A 3.3m x 0.75m cream-coloured aluminium tray sign with brushed gold lettering displaying 'Bosworth Health Suite & Pharmacy'. It is mounted centrally above the main entrance on the front (east) elevation of the building, with the bottom of the sign approximately 3.15m above ground level.
 - A single 300mm x 450mm aluminium composite plaque displaying the 'Bosworth Health Suite & Pharmacy' opening hours is mounted externally on the brick wall to the right of the main entrance door, with the bottom of the sign positioned approximately 1,350mm above ground level; the sign has a matt laminated finish, is fixed using four satin anodised stand-offs and projects 33mm from the wall. This sign would also be located along the east elevation.
 - A 1.5m x 1.5m cream-coloured aluminium tray sign displaying the 'Bosworth Health Suite & Pharmacy' branding and a list of services, including pharmacy services, weight management, travel clinic, aesthetics, private clinics and blood testing. The sign features brushed gold lettering and detailing with dark grey vinyl text and is mounted on the side brick elevation of the building. The bottom of the sign is

positioned approximately 2.175m above ground level. This sign is to be located along the building's south elevation.

3. Description of the Site and the Surrounding Area

- 3.1. The application site at 22 Main Street forms the detached building in a terrace of service units located on the west side of Market Bosworth's central square. 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 Market Place.
- 3.2. The application building, which originated as a Bank, is located within the Market Bosworth Conservation Area (adopted 2014), with a number of statutorily and locally listed heritage assets nearby. Directly opposite the application site sits The Old Black Horse Public House List entry: 1361291) and adjacent is No. 20 Market Place (List entry: 1177527). No. 22 Market Place, itself, is not identified as an important local building nor is it listed.

4. Relevant Planning History

77/01829/4A

Erection of Coat of Arms Market Bosworth
24.01.1978

84/00005/4A

Erection of illuminated signs
28.02.1984

93/00712/4A

Signs
20.10.1993

97/00661/ADV

Erection of illuminated signs
15.10.1997

97/01060/ADV

Erection of signs
19.01.1998

12/00649/ADV

Erection of five non-illuminated advertisements
09.11.2012

16/00710/ADV

Display of 2 no. non-illuminated fascia signs, 1 no. illuminated hanging sign and 4 no. non-illuminated signs
16.09.2016

5. Publicity

- 5.1. The application has been publicised by sending out letters to nearby units. A site notice was also posted within the area of the site.
- 5.2. No responses have been received.

6. Consultation

- 6.1. There have been no objections from the following consultees:

- Market Bosworth Parish Council
- Market Bosworth Society
- The following comments were provided by the HBBC Conservation Officer:

'No.22 Market Place is a late-20th century commercial building with a Georgian-style design. It is of a generally pleasant appearance and is considered to be a neutral presence within the historic core of the Market Bosworth Conservation Area.'

This proposal seeks to erect one non-illuminated fascia sign above the main entrance, one smaller non-illuminated wall-mounted sign adjacent to the front door, and one further non-illuminated wall sign on the side elevation adjacent to the car park, all of which would serve the new occupier. The signage would be constructed of aluminium and finished in a powder-coated cream colour with gold logo detailing and dark grey text.

The signage is logically positioned to be functional, is modest in scale and proportionate to the elevations on which it would be installed, and features a muted colour palette and simple typography. The advertisements are considered to have a neutral impact on the character and appearance of No.22 Market Place and would maintain the visual amenity of the wider Market Bosworth Conservation Area. The proposal would therefore preserve the significance of the conservation area and complies with Policies DM11 and DM12 of the Site Allocations and Development Management Policies DPD, Chapter 20 of the National Planning Policy Framework, and the statutory duty under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.'

7. Policy

- 7.1. Core Strategy (2009):

- No relevant policies

7.2. Site Allocations and Development Management Policies Development Plan Document ('SADMP') (2016):

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

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

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

7.4. National Planning Policies and Guidance:

- National Planning Policy Framework ('NPPF') (2026)
- National Design Guide ('NDG') (2019)
- Planning Practice Guidance ('PPG')

7.5. Other Relevant Guidance:

- Market Bosworth Conservation Area Appraisal (2014)
- The Good Design Guide (2020)
- Leicestershire Highway Design Guide ('LHDG') (2024)

8. Appraisal

8.1. NPPF Policy S4(1) confirms that development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in the Framework.

8.2 The key issue in respect of this application is therefore:

- Design and impact upon the character of the area, including nearby heritage assets
- Impact upon residential amenity and public safety

- Design and 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 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 regard to scale, layout and materials to retain local distinctiveness and create a sense of place.
- 8.5 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”.
- 8.6 No. 22 Market Place is located centrally within the Market Bosworth Conservation Area. It is a historic detached property, which originated as a local bank.
- 8.7 The advertisements are considered to be made from acceptable materials and finished in colours that complement the wider area – there are various off-white fenestration and features interspersed around the square.
- 8.8 Since the signs are not proposed to be illuminated, they are not considered to present visually prominent signage, especially during the evening hours.
- 8.9 All signage would sit flush with the elevations of the building, neatly tucked away and visually unobtrusive.
- 8.10 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.’

8.11 Given there are only two proposed boards at the principal frontage, the proposal is seen to be visually uncluttered, complying with Good Design Guidance.

8.12 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 heritage assets

8.13 No. 22 Market Place is a modern commercial building within the Market Bosworth Conservation Area.

8.14 The HBBC Conservation Officer raises no objection and considers the proposals to have a neutral impact on the character and appearance of both the building and the wider conservation area. Given their modest scale, sympathetic design and non-illuminated nature, the signs would not detract from the significance or setting of nearby heritage assets. The proposal is therefore considered acceptable and complies with Policies DM11 and DM12 of the SADMP, Policy BD4 of the Market Bosworth Neighbourhood Plan, Chapter 20 of the NPPF, and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Impact upon residential amenity and public safety

8.15 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.

8.16 Policy DM23 of the SADMP states that high-quality shop fronts and advertisements must not have a detrimental impact on public safety.

8.17 Policy DM10 of the SADMP requires development to safeguard the amenity of neighbouring occupiers, including matters such as privacy, outlook, noise, disturbance and overall living conditions. Development should not have a significant adverse effect on residential amenity.

8.18 The proposed signage is modest in scale, non-illuminated and fixed to the existing building. It would not result in overlooking, loss of privacy, noise, disturbance or any other adverse impacts on neighbouring occupiers. The proposal therefore complies with Policy DM10 of the SADMP in respect of residential amenity.

8.19 The fascia sign would be situated fronting onto Market Place and the building's rear access. It is considered that the sign's siting and size would have no detrimental impact upon public safety including the highway.

- 8.20 With the above in mind, it is therefore considered that the proposed signage would not cause any material impacts upon nearby residential amenity, pedestrian or vehicular safety in compliance with policies DM10, DM17 and DM23 of the SADMP.

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.

- 9.4. The decision has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including General Data Protection Regulations (2018) and The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, specifically Article 6 (right to a fair hearing); Article 8 (right to respect for private and family life); Article 1 of the First Protocol (protection of property) and Article 14 (prohibition of discrimination).

10. Conclusion

- 10.1. Taking national and local planning policies into account, and regarding all relevant material considerations, it is recommended that advertisement consent be granted **subject to the imposition of appropriate conditions,**

11. Recommendation

11.1. **Grant advertisement consent** subject to planning conditions detailed 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

- Sign Details (REF14211)
- All received by the Local Planning Authority on 13/07/26.

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 Document.

a. **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 building.control@blaby.gov.uk or call 0116 272 7533.