
F/YR25/0458/A

Applicant: Mr Fauk Solak

**Agent : Mr Hasan Bagcih
Esen Loft**

18 Broad Street, March, Cambridgeshire, PE15 8TG

Display of 1 x internally illuminated fascia sign (retrospective)

Officer recommendation: Refuse

Reason for Committee: Number of representations received contrary to Officer recommendation

1 EXECUTIVE SUMMARY

- 1.1 This application is for the display of 1 x internally illuminated fascia sign at 18 Broad Street, March.
- 1.2 The illuminated fascia sign appears dominant upon the principle elevation of the host building and conceals important architectural features. These include ionic columns that form the termination of the pilasters and keystones to the centre of the window arches. Additionally, the size and scale of the sign, in combination with other advertisements, results in a cluttered frontage to the building.
- 1.3 The fascia sign fails to make a positive contribution and therefore is considered to adversely impact on the streetscene and character of the area and fails to protect and enhance heritage assets. The proposed advertisement is therefore considered contrary to Paragraph 141 of the NPPF and Policies LP16 and LP18 of the Fenland Local Plan 2014.
- 1.4 The application is therefore recommended for refusal.

2 SITE DESCRIPTION

- 2.1 The application site is situated on the western side of Broad Street, within the market town of March. The site is situated within the March Conservation Area. There are also a number of Grade II Listed Buildings surrounding the application site.
- 2.2 The building is currently occupied by F & S Majestic Turkish Restaurant and was previously occupied by Natwest. The advert is already in situ.
- 2.3 The building is a non-designated heritage asset and forms an entry on the draft Cambridgeshire Local List.

3 PROPOSAL

- 3.1 This application seeks advertisement consent (retrospectively) for the display of 1 x internally illuminated fascia sign. The fascia sign measures approximately

10.275 x 1.1 metres. The sign includes internally illuminated lettering and blue chevron on a high gloss black background. This is made from an aluminium panel fascia painted with high gloss blue.

3.2 There are a number of other adverts in situ on the frontage of the building. These include 3 x elevational circular adverts, advertisements upon the Dutch window canopies and retractable canopy.

3.3 Full plans and associated documents for this application can be found at:
<https://www.publicaccess.fenland.gov.uk/publicaccess/>

4 SITE PLANNING HISTORY

| Reference | Description | Decision |
|---------------|--|-----------------------|
| F/YR24/0858/F | Change of use of bank to restaurant, and external alterations including remove signage and installation of extraction equipment (part retrospective) | Pending consideration |

5 CONSULTATIONS

5.1 March Town Council

Recommendation; Objection. This premises is in a conservation area. The comments and advice of the Conservation Officer have been totally ignored and disregarded, not just in relation to signage.

5.2 FDC Environmental Health

The Environmental Health Team note and accept the submitted information and have 'No Objections' to the proposals, as they are unlikely to have a detrimental effect on the local amenity as a result of artificial light overspill and/or glare.

5.3 FDC Conservation Officer

The fascia sign conceals important architectural features, such as the ionic columns that form the termination of the pilasters and the keystones to the centre of the window arches. The signage is considered too large and dominant, detracting from the character and appearance of the building and the conservation area.

A further 3 elevation signs depicting 'breakfast', 'lunch' and 'dinner' are large and dominant and result in unnecessary proliferation of brash signage. They further 4 conceal important architectural features in the form of the rhythm of pilasters harming the appreciation of this positive building.

The 4.no Dutch canopies are considered to serve little purpose other than providing yet another surface to proliferate advertisement. Additionally, the 3 over the windows further conceal an important architectural feature in the form of the large shell motif forming the window heads.

A further advertisement canopy has recently been erected which crudely cuts through the centre of the windows and further detracts from the appreciation of the high-quality architectural form of this non-designated heritage asset that stands prominently within the conservation area.

Conclusion:

The plans are not representative of the evolving scenario of unauthorised and detracting proliferation of signage that adorns the principal elevation of this important historic building that is considered to firmly meet the criteria of an NDHA.

The application should be refused on its detrimental impact on the character, appearance and historic significance of the host building and the wider March conservation area.

The harm to the character of the building and the CA is deemed to be less than substantial (medium on the spectrum). It is important to note that the NPPF stipulates that any harm to heritage assets should be met with a strong presumption for refusal unless public benefits outweigh the harm. In this instance there are considered to be few public benefits to be derived from proliferation of poorly designed and oversized signage and canopies.

There is also a strong objection to the fact that the submitted plans do not reflect what actually has been installed on site and their cumulative impacts.

5.4 CCC Highways

Recommendation

Following a careful review of the documents provided to the Local Highway Authority as part of the above planning application, no significant adverse effect upon the public highway should result from this proposal, should it gain benefit of planning permission.

Comments

This proposal for an internally illuminated sign does not look to materially impact the public highway. On this basis, this application is acceptable.

5.5 CCC Archaeology

Thank you for the consultation with regards to the archaeological implications of the above referenced planning application. We have no objections or recommendations.

5.6 Local Residents/Interested Parties

13 letters of support, 2 letters of objection and 1 representation were received from residents within March regarding this application. The comments received are summarised below:

| Supporting Comments | Officer Response |
|----------------------------|---|
| Modernisation of shopfront | Addressed within Amenity assessment section |

| | |
|---|---|
| Demand for restaurant | Not relevant to consideration of signage. |
| Disappointment in recommendation to refuse despite expert advice from CCC Archaeology | No recommendation had been made at the time these comments were received. |
| No residential impact | Addressed within Amenity assessment section |

| Objecting Comments | Officer Response |
|---------------------------|--|
| Out of character | Addressed within Amenity assessment section. |
| Light pollution | Addressed within Amenity assessment section. |

| Comments | Officer Response |
|---|---|
| Council should support a local business | This application specifically relates to the advertisements in situ. The planning application for the change of use of the building is currently pending consideration. |

6 STATUTORY DUTY

- 6.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require a Local Planning Authority to exercise its powers 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.
- 6.2 Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require Local Planning Authorities when considering development to pay special attention to preserving a listed building or its setting and to the desirability of preserving or enhancing the character or appearance of a conservation area.

7 POLICY FRAMEWORK

- 7.1 **National Planning Policy Framework (NPPF) 2024**
Chapter 12 – Achieving well-designed places
Chapter 15 – Conserving and enhancing the natural environment
- 7.2 **National Planning Practice Guidance (NPPG)**
- 7.3 **National Design Guide 2021**
Context
Identity
Built Form
- 7.4 **Fenland Local Plan 2014**
LP16 – Delivering and Protecting High Quality Environments across the District
LP18 – The Historic Environment
- 7.5 **March Neighbourhood Plan 2017**
There are no specific policies relating to developments such as this, however the visions, aims and objectives of the Plan is that the quality of the built and natural

environment is improved along with the level of provision and quality of recreational land facilities.

7.6 **Emerging Local Plan**

The Draft Fenland Local Plan (2022) was published for consultation between 25th August 2022 and 19 October 2022, all comments received will be reviewed and any changes arising from the consultation will be made to the draft Local Plan. Given the very early stage which the Plan is therefore at, it is considered, in accordance with Paragraph 49 of the NPPF, that the policies of this should carry extremely limited weight in decision making. Of relevance to this application are policies:

LP7: Design

LP20: Accessibility and Transport

LP23: Historic Environment

8 **KEY ISSUES**

- **Principle of Development**
- **Amenity**
- **Public Safety**

9 **BACKGROUND**

- 9.1 Schedule 3, Part 1 of The Town and Country Planning (Control of Advertisements) (England) (Amendment) Regulations 2007 sets out which advertisements benefit from Deemed Consent.
- 9.2 Class 2(B) permits notices or signs to be displayed on any premises for the purpose of advertising the fact that a person, partnership or company is carrying on a profession, business or trade at those premises. The adverts situated upon the Dutch canopies and retractable canopies would fall within Class 2(B) and therefore benefit from Deemed Consent.
- 9.3 Class 5 gives consent for advertisements on business premises and only permits advertisements for the goods or services available at the particular premises. The elevational circular signs comply with the parameters set out within Class 5 and therefore do not require advertisement consent. It is therefore not necessary that they are included within the application as they benefit from Deemed Consent.
- 9.4 It is therefore only the illuminated fascia sign that requires advertisement consent.
- 9.5 It should be noted that the retractable awning and Dutch window canopies require planning permission as they materially change the appearance of the building. These elements are currently being considered under the full planning application at this site.

10 **ASSESSMENT**

Principle of Development

- 9.1 Paragraph 141 of the NPPF advises that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment if poorly sited and designed. The Local Planning Authority should therefore consider any proposals for advertisements on amenity and public safety grounds only.

- 9.2 While there is further signage on the building this is largely given deemed consent under the Advertisement Regulations and it is only the illuminated fascia sign that requires consent.

Amenity

- 9.9 The fascia sign includes internal illumination. The FDC Environmental Health team were consulted as part of this application. They have raised no objections to the proposal as the proposals are unlikely to have any detrimental impact upon local amenity as a result of artificial light overspill and/or glare. As such, the illumination of the advert is not considered to adversely impact upon adjacent amenity.
- 9.10 Amenity would include the visual amenities of the area and impact of the proposal on the streetscene and character for which Policies LP16 and LP18 would be applicable, as these seek to provide high quality environments and ensure development (including advertisements) make a positive contribution to and do not adversely impact on the streetscene or character of the area, protecting and enhancing heritage assets and their setting.
- 9.11 The building at 18 Broad Street is a non-designated heritage asset and forms an entry on the draft Cambridgeshire Local List, as referenced by the Conservation Officer. Paragraph 216 of the NPPF states the effect of an application of a non-designated heritage asset should be taken into account in determining the application.
- 9.12 The fascia sign appears dominant upon the principle elevation of the host building, concealing important architectural features such as the ionic columns that form the termination of the pilasters and keystones to the centre of the window arches.
- 9.13 In addition to this, additional advertisements have been erected upon the principle elevation of the building. These include elevational circular signs, and advertising upon Dutch window canopies and a retractable awning. Whilst these advertisements don't require advertisement consent, the combination of these advertisements in addition to the size and scale of the fascia sign creates a cumulative visual impact arising from a cluttered frontage. The introduction of such signage is considered to be a regressive step in protecting and enhancing the character of the Conservation Area.
- 9.14 The signage is considered to detract from the character and appearance of the building and therefore is considered to adversely impact on the streetscene and character of the area and fails to protect and enhance heritage assets with a consequent adverse impact upon the visual amenity of the area. The proposed advertisement is therefore considered contrary to Paragraph 141 of the NPPF and Policies LP16 and LP18 of the Fenland Local Plan 2014.

Public Safety

- 9.15 Factors to be taken into account regarding public safety include the following:
- The safety of persons using any highway, or other means of transport;
 - Whether the advertisement should obscure any traffic signs or signals;
 - Likely to hinder the operation of any device used for the purpose of security of surveillance or for measuring the speed of any vehicle.

(as indicated within Part 1, section 3(2)(b) of the Town and Country Planning (Control of advertisements)(England) 2007)

In terms of public safety, it is not considered that the advert would introduce any safety issues. It should be noted that CCC Highways have raised no objection to the scheme.

- 9.16 When assessing the advertising signs in terms of safety, as required by the NPPF, there are no reasons to refuse the application.

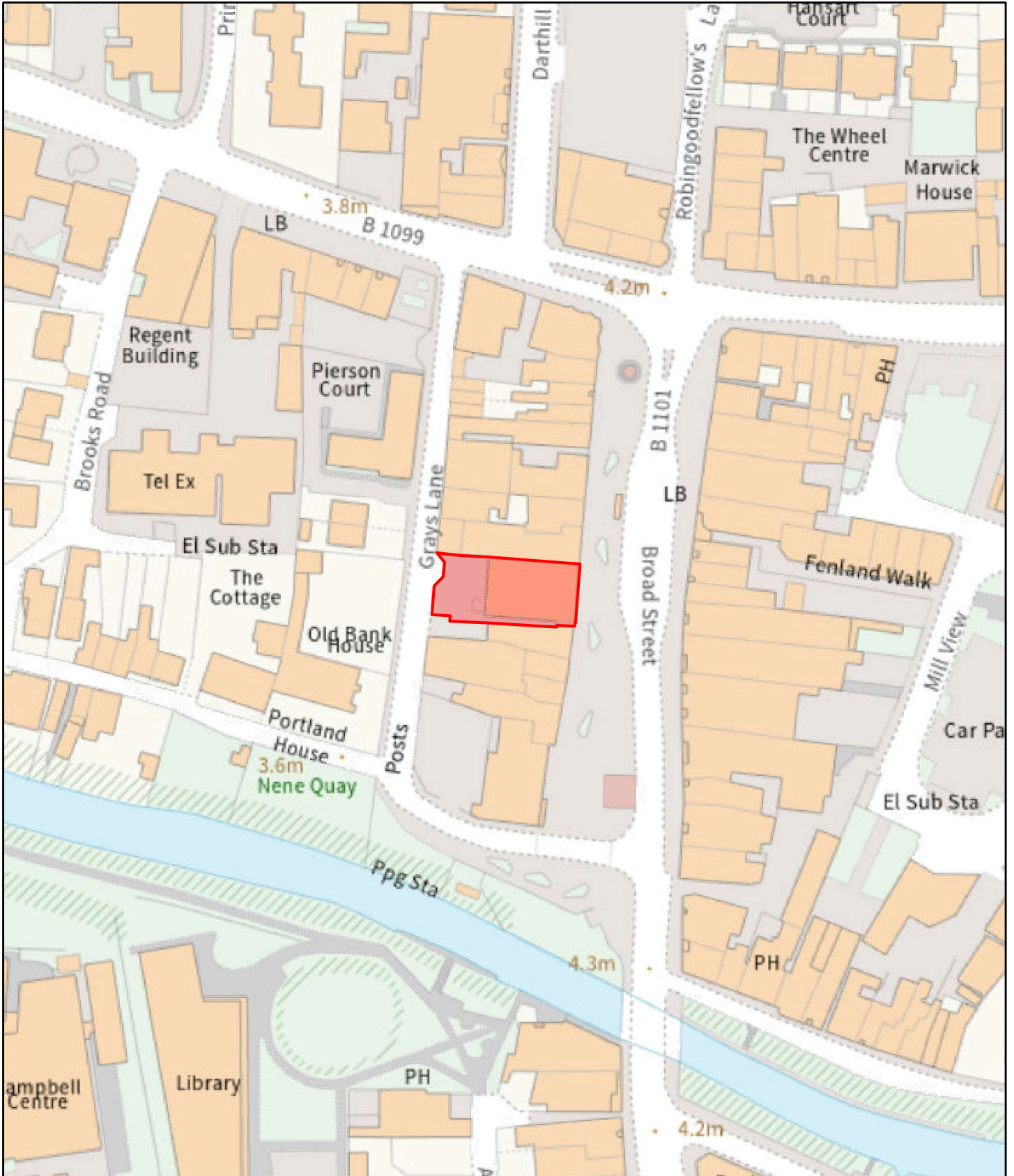
11 CONCLUSIONS

- 11.1 By virtue of the adverse impact of the fascia sign on the character of March Conservation Area, the scheme is in contravention of Policies LP16 and LP18 of the Fenland Local Plan and does not comply with the requirements of the NPPF as the signage detracts from the character and appearance of the building, failing to make a positive contribution to the character of the area and fails to protect and enhance heritage assets. As such, this application is recommended for refusal.
- 11.2 If advertisement consent is refused, the file will be passed to the Planning Compliance Team for further action.

12 RECOMMENDATION

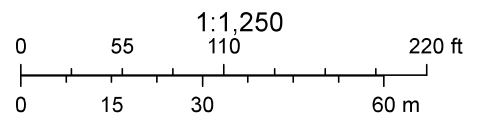
- 12.1 **Refuse;** for the following reason:

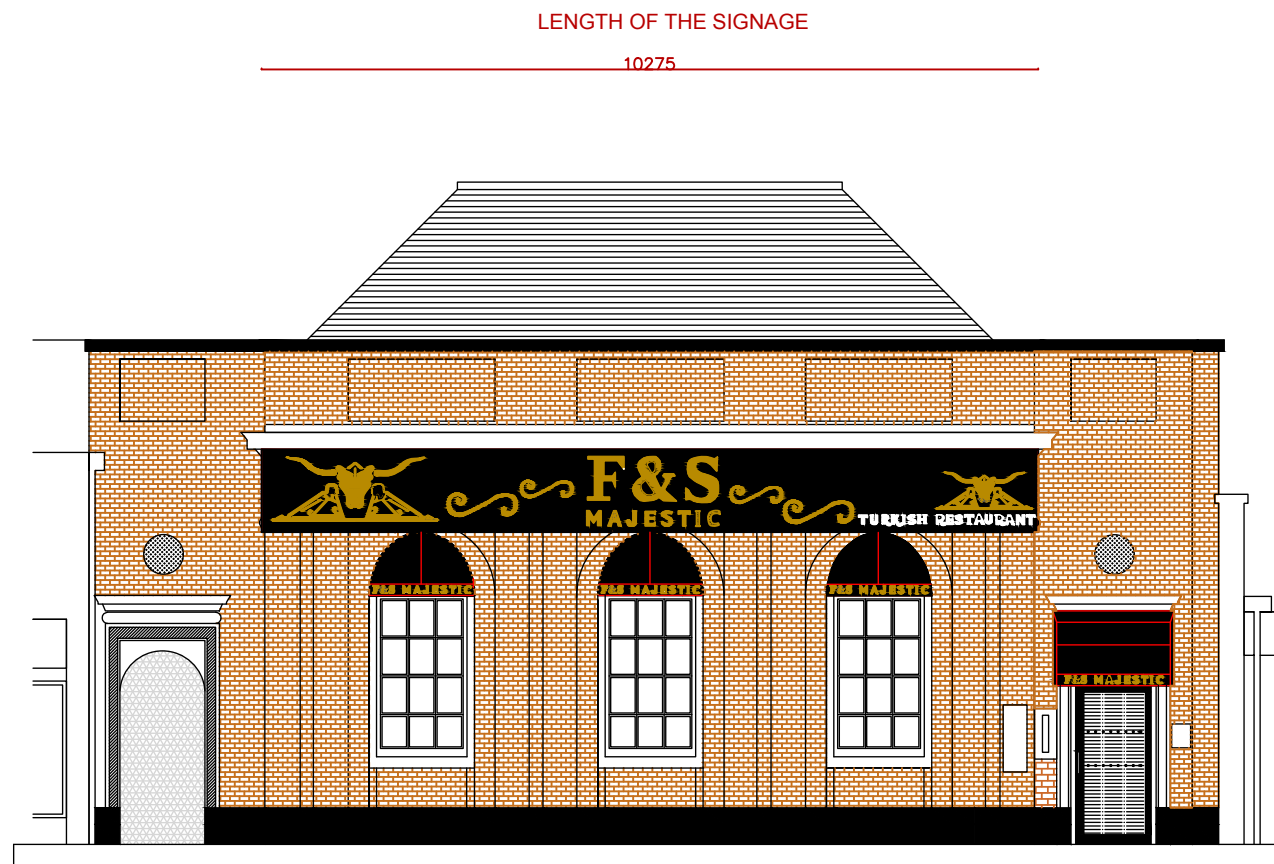
| | |
|---|--|
| 1 | <p>Policies LP16 and LP18 of the Fenland Local Plan 2014 seeks to protect, conserve and enhance the historic environment as well as requiring development to make a positive contribution to local distinctiveness and character.</p> <p>The illuminated fascia sign is dominant upon the principle elevation of the host building, concealing important architectural features such as the ionic columns that form the termination of the pilasters and keystones to the centre of the window arches, as well as due to its size and scale, in combination with other advertisements on the building, creating a cluttered frontage. The fascia sign therefore fails to make a positive contribution and therefore is considered to adversely impact on the streetscene and character of the area and fails to protect and enhance heritage assets. The proposed advertisement is therefore considered contrary to Paragraph 141 of the NPPF and Policies LP16 and LP18 of the Fenland Local Plan 2014.</p> |
|---|--|



6/18/2025, 2:16:19 PM

 Fenland District Boundary





LENGTH OF THE SIGNAGE

10275

WIDTH OF THE SIGNAGE

1100

PROPERTY NO.18

02 FRONT ELEVATION
SCALE: 1:100 @A3

ALL WORK TO COMPLY WITH CURRENT BUILDING REGULATIONS AND CODES OF PRACTICE.
ALL DIMENSIONS IN MM UNLESS NOTED OTHER WISE
MEASURED SURVEY DOES NOT INCLUDE FOR INTRUSIVE SURVEY TO DETERMINE EXACT LOCATION OF STEELWORK/SUPPORTING STRUCTURE
"THIS DRAWING IS PREPARED SOLELY FOR DESIGN AND PLANNING SUBMISSION PURPOSES. IT IS NOT INTENDED OR SUITABLE FOR EITHER BUILDING REGULATIONS OR CONSTRUCTION PURPOSES AND SHOULD NOT BE USED FOR SUCH".
THIS DRAWING IS COPYRIGHT AND MUST NOT BE TRACED OR COPIED IN ANY WAY OR FORM.

PLEASE NOTE: PROPERTY OWNER TO ENSURE THAT ALL ASPECTS OF THE "PARTY WALL ETC. ACT 1996" ARE COMPLIED WITH PRIOR TO ANY WORK COMMENCING ON SITE.

VARIATIONS IN SQUARENESS, DEPTH OF PLASTER ETC, MUST BE CHECKED FOR. WHERE NEW WALLS ARE SHOWN AS ALIGNED WITH EXISTING WALLS, PHYSICAL REMOVAL OF BRICKWORK AND / OR PLASTER TO ESTABLISH THE ACTUAL POSITION OF THE WALL BEING ATTACHED TO MUST BE CHECKED.

ANY DEVELOPMENT WITHOUT A CERTIFICATE OF LAWFULNESS OR PLANNING PERMISSION IS SOLELY AT OWNER'S RISK.

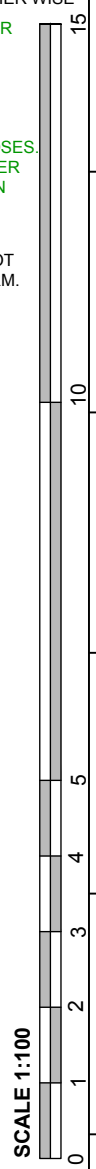
MATERIALS SHOULD MATCH THOSE OF THE EXISTING DWELLING

KEY:

| | |
|---|----------------|
| █ | → EXISTING |
| █ | → PROPOSED |
| █ | → DEMOLISHED |
| █ | → WINDOW/GLASS |
| █ | → BOUNDARY |

DO NOT USE FOR ANY CONSTRUCTION WORK

DOCUMENTS SHOULD BE USED AS THE DRAWING STATUS DESCRIBED, ANY OTHER USE IS DONE SO AT THE RESPONSIBILITY OF THE USER.



| Revision | Description | Date | | | | | | |
|---|-------------|---|----------|---------|----------|------|----|------------|
| <p>ESEN LOFT ARCHITECTURE FULL PLANNING SERVICES</p> <p>70 WHITE LION STREET, LONDON, N1 9PP 02038369450/ 07475122303 Info@esenloft.co.uk www.esenloft.co.uk</p> | | | | | | | | |
| <p>ADDRESS 18 BROAD STREET, MARCH, CAMBRIDGESHIRE PE15 8TG</p> | | | | | | | | |
| <p>PROJECT ADVERTISEMENT CONSENT</p> | | | | | | | | |
| <p>TITLE FRONT ELEVATION</p> | | | | | | | | |
| <p>DRAWN BY HASAN BAGCIH</p> | | <p>SCALE 1:100 @A3</p> | | | | | | |
| <p>DRAWING NO S120-02</p> | | <table border="1"> <tr> <td>DRAWN BY</td> <td>CHKD BY</td> </tr> <tr> <td>REVISION</td> <td>DATE</td> </tr> <tr> <td>01</td> <td>01-07-2025</td> </tr> </table> | DRAWN BY | CHKD BY | REVISION | DATE | 01 | 01-07-2025 |
| DRAWN BY | CHKD BY | | | | | | | |
| REVISION | DATE | | | | | | | |
| 01 | 01-07-2025 | | | | | | | |

