

Applicant: Bahattin 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: Referred by Head of Planning on advice of the Committee Chairman

1 EXECUTIVE SUMMARY

- 1.1 This application is a resubmission of a previously refused application which was heard at the 17th September 2025 Planning Committee. There have been no amendments to the proposal following the previous refusal.
- 1.2 This application is for the display of 1 x internally illuminated fascia sign at 18 Broad Street, March.
- 1.3 The illuminated fascia sign appears dominant upon the principal 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.
- 1.4 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.
- 1.5 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/YR25/0458/A	Display of 1 x internally illuminated fascia sign (retrospective)	Refused 18/09/2025
F/YR24/0858/F	Change of use of bank to restaurant, and external alterations including remove signage and installation of extraction equipment (part retrospective)	Granted 12/12/2025

5 CONSULTATIONS

5.1 March Town Council

Recommendation: Approval

5.2 FDC Conservation Officer

1. *Consideration is given to the impact of the proposal on the architectural and historic interests with special regard paid to the desirability of preserving listed buildings and their setting or any features of special architectural or historic interest which it possesses according to the duty in law under S16 of the Planning (Listed Buildings and Conservation Areas) Act 1990.*
2. *Consideration is given to the impact of this proposal on the character and appearance of March Conservation Area with special attention paid to the desirability of preserving or enhancing the character or appearance of that area according to the duty in law under S72 Planning (Listed Buildings and Conservation Areas) Act 1990.*
3. *Consideration is given to the impact of the proposal on the architectural and historic interests of a Non-Designated Heritage Asset with special regard paid to the desirability of preserving the building or its setting or any features of special*

architectural or historic interest which it possesses.

4. Comments are made with due regard to Section 16 of the National Planning Policy Framework, 2024, specifically, paragraphs 203, 205, 207, 208, and 210.

5. A heritage statement has been submitted with the application that just about meets the requirements of 207 of the NPPF.

6. Due regard is given to relevant planning history.

The former bank has been turned into a restaurant following the closure of Nat West who previously occupied the site for a number of years.

The building is a high-quality structure of architectural and historic significance and is considered to be a non-designated heritage asset and forms an entry on the draft Cambridgeshire Local List.

The building has been subject to unauthorised works in inclusive of oversized fascia signage, additional 3no. circular signs, 4no. Dutch canopies with advertisement, a retractable canopy with advertisement and a large timber structure to the rear yard.

There has been no attempt by the applicant to apply for or discuss the proposals with the LPA prior to their unauthorised installation.

The image in fig 3 above is how the frontage looks at present, inclusive of:

- Oversized and brash fascia signage.*
- Proliferation of further 3no. elevational signage in the form of circular signs*
- 4 no. Dutch canopies over the window that have advertisements*
- A horizontal retractable canopy with further advertisement text to the skirt.*

Considering the submitted elevation drawing below, the plans are incorrect/inaccurate/misleading as they fail to include all currently unauthorised advertisements.

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 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

Recommendation: Refuse

5.3 FDC Environmental Health

I refer to the above application for consideration and make the following observations.

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.

5.4 CCC Archaeology

Thank you for the consultation with regards to the archaeological implications of the above referenced planning application. We have reviewed the application and have no comments or recommendations on archaeological grounds.

5.5 CCC Highways

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 and the level of illumination is within the recommended standard for a town centre location. The proposal does not appear to materially impact the public highway. On this basis, this application is acceptable.

5.6 Local Residents/Interested Parties

3 letters of objection from 2 address points within March have been received regarding this application. The reasons for objection are summarised as follows:

Objecting Comments	Officer Response
Queries over repeat application being accepted	Addressed in 'Background' section
Applicant has not followed Conservation advice	The FDC Conservation Office has provided comment on this application which has been considered within the recommendation on the application.
Queries over other unauthorised works on site and lack of enforcement action	The enforcement team are aware of unauthorised works on site. These other works are not relevant to the decision on this application.
March Conservation Area Appraisal recommended 18 Broad Street for statutory listing	This is correct, however the building is not Listed but is considered to be a non-designated heritage asset.
Queries over why the above appraisal has not been regularly reviewed	This query is not relevant to the determination of this application.
Not in keeping	Addressed in 'Amenity' assessment section

2 letters of support from 2 address points within March have been received regarding this application. The reasons for support are summarised as follows:

Supporting Comments	Officer Response
Other illuminated signs in the high street	Addressed in 'Amenity' assessment section
Does not impact on view	Addressed in 'Amenity' assessment section
Design	Addressed in 'Amenity' assessment section
Important to support businesses	This application is for advertisement consent only. The change of use of the building itself was approved as per application reference F/YR24/0858/F.

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)**

Determining a Planning Application

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.

8 **KEY ISSUES**

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

9 **BACKGROUND**

9.1 A previous advertisement application was refused by Members at the 17th September Planning Committee. The reason for refusal was as follows:

1 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.

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.

9.2 This application is a re-submission of the previous refused application. No amendments have been made.

9.3 One of the letters of objection received has queried why the LPA have accepted a repeat application. Section 70B of The Act (Town and Country Planning Act 1990) (Power to Decline an application) permits the opportunity to decline to determine a planning permission (or permission in principle) when the applicant has a right to appeal against a previous decision, where a similar application has been refused within the appeal period.

- 9.4 However, the same provisions do not apply to applications for advertisement consent and legislation does not provide an equivalent mechanism to decline to determine such an application while the appeal period on a previous decision remains live. Therefore, in this instance, it is not within the LPA's power to decline to determine the advertisement consent application.
- 9.5 As per the previous refusal on site, it is only the illuminated fascia sign that requires advertisement consent. The other advertisements upon the principal elevation benefit from Deemed Consent.
- 9.6 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 works are currently unauthorised and the FDC Planning Enforcement team are aware of these works. These unauthorised works are however not relevant to the determination of this application.

10 ASSESSMENT

Principle of Development

- 10.1 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.
- 10.2 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

- 10.3 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.
- 10.4 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.
- 10.5 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.
- 10.6 The fascia sign appears dominant upon the principal 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.

- 10.7 In addition to this, additional advertisements have been erected upon the principal 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.
- 10.8 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

- 10.9 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 or 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)
- 10.10 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.
- 10.11 When assessing the advertising signs in terms of safety, as required by the NPPF, there are no reasons to refuse the application.

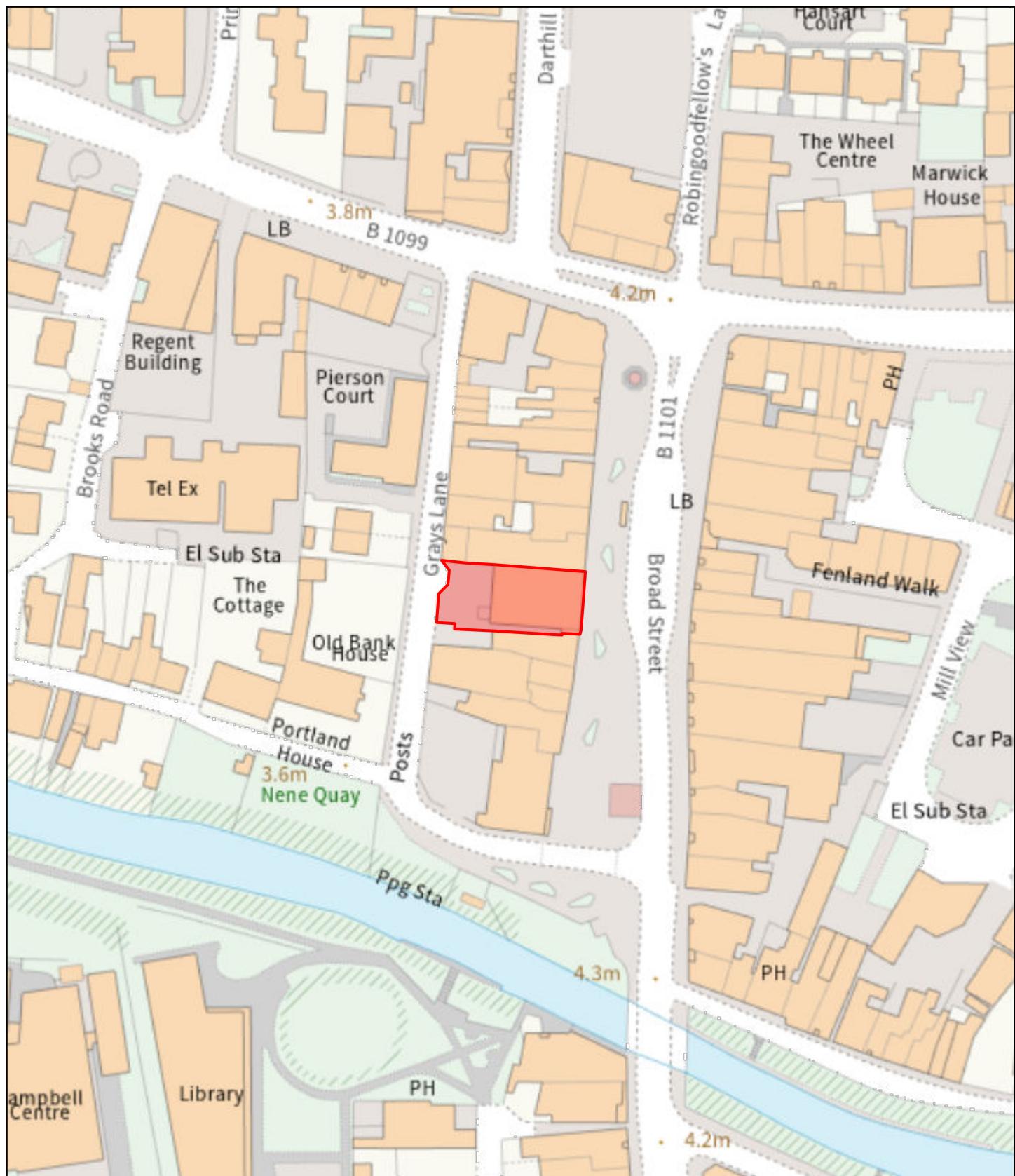
11 CONCLUSIONS

- 11.1 This application is a resubmission of a previously refused advertisement consent application on 18 September 2025 following the recommendation from the Planning Committee. There have been no amendments to the scheme following the previous refusal.
- 11.2 By virtue of the adverse impact of the fascia sign on the character of March Conservation Area, the scheme is still 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 again recommended for refusal.
- 11.3 If advertisement consent is refused, the file will be passed to the Planning Enforcement 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. The illuminated fascia sign is dominant upon the principal 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>
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10/23/2025, 10:56:11 AM

1:1,250
0 15 30 55 110 60 m
0 15 30 60 ft

Fenland District Boundary

Fenland District Council



		ALL WORK TO COMPLY WITH CURRENT BUILDING REGULATIONS AND CODES OF PRACTICE.
		ALL DIMENSIONS IN MM UNLESS NOTED OTHERWISE
		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	
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	DO NOT USE FOR ANY CONSTRUCTION WORK	
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Revision	Description	Date
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ADDRESS 18 BROAD STREET, MARCH, CAMBRIDGESHIRE PE15 8TG		
PROJECT ADVERTISING CONSENT		
TITLE FRONT ELEVATION		
DRAWN BY HASAN BAGCIH		SCALE 1:100 @A3
DRAWING NO S120-02		DRAWN BY CHKD BY
REVISION 01		DATE 01-07-2025
NORTH APPROX		