

F/YR25/0591/A

**Applicant: Me Emre Evl
4K Cutz**

Agent : -

28 Broad Street, March, Cambridgeshire, PE15 8TG

Display of 1 x internally illuminated fascia sign and 1 x externally illuminated rotating projecting barber pole (retrospective)

Officer recommendation: Refuse

Reason for Committee: Referred by Head of Planning on advice of Committee Chairman.

1 EXECUTIVE SUMMARY

- 1.1 This application is for the display of 1 x internally illuminated fascia sign and 1 x externally illuminated rotating projecting barber pole.
- 1.2 The oversized signage, overly bright backlit text and the illuminated barber pole detract from the character, appearance and setting of the March Conservation Area and the setting of the GII listed fountain canopy adjacent, resulting in less than substantial harm to the setting of the March Conservation Area and an adjacent listed building.
- 1.3 The proposed signage fails to make a positive contribution and therefore is considered to adversely impact on the visual amenity of the streetscene and character of the area and fails to protect and enhance heritage assets. The scheme is in contravention of Policies LP16 and LP18 of the Fenland Local Plan and does not comply with the requirements of paragraph 141 of the NPPF.
- 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, including a Grade II Listed fountain.
- 2.2 The building is currently occupied by 4K Cuts and was previously occupied by Kleanco Dry Cleaners & Laundry. The advert is already in situ.

3 PROPOSAL

- 3.1 This application seeks advertisement consent for the display of the following:
- 1 x internal illuminated fascia sign

- 1 x externally illuminated rotating projecting barber pole

3.2 After visiting the application site, it is evident that the proposal is retrospective.

4 SITE PLANNING HISTORY

4.1 There is no relevant planning history.

4.2 However, an advertisement consent application was refused in September 2025 at No. 18 Broad Street, currently occupied by F & S Majestic Turkish Restaurant. This application was for 1 x internally illuminated fascia sign, and it was concluded to adversely impact on the streetscene and character of the area and failed to protect and enhance heritage assets.

5 CONSULTATIONS

5.1 Parish/Town Council:

Recommendation: Approval.

5.2 Conservation Officer (FDC):

The host premises forms part of the early-mid C20 building with a highly positive classically inspired first floor with double hung timber sash windows that align symmetrically with the 3no. ground floor commercial units.

32 Broad Street at the other end of the terrace is a highly positive frontage, inclusive of traditional shopfront with pilasters and a traditional retractable canopy to the front. In essence, this shop portrays what should be aspired to within historic conservation areas.

No.28 (the host property) was formerly Kleanco and whilst it was not a traditional frontage it was pared back and restrained.

What has recently been installed is quite frankly brash, ugly and highly damaging to the character and appearance of the Conservation Area and nearby heritage assets.

The oversized signage and overly bright backlit text, the employment and the illuminated and animated barber pole and proliferation of unnecessary window stickers, detracting from the character, appearance and setting of the March Conservation Area and the setting of the GII listed fountain canopy adjacent.

There is a statutory requirement on Local Planning Authorities to seek to conserve and enhance conservation areas, for which this recent installation cannot be described as resulting in either.

The retrospective proposal leads to less than substantial harm (medium) to the character and appearance of the designated March Conservation Area and the setting of the GII listed fountain canopy. It should be highlighted that the NPPF states that any harm to heritage assets should be met with a strong presumption for refusal unless the harm is outweighed by public benefit. There is considered to be no public benefit to unacceptable and damaging signage.

RECOMMENDATION: *Objection – Less than substantial harm (medium) to the setting of the March Conservation Area and an adjacent listed building.*

5.3 Environment & Health Services (FDC):

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 Cambridgeshire County Council Highways Authority:.

I have no objection to the proposals as the illuminance levels are unlikely to distract road users. While the projecting sign allows sufficient headroom for pedestrians to safely pass underneath, a licence to project over the highway is required.

5.5 Senior Archaeologist (CCC):

Thank you for the consultation with regards to the archaeological implications of the above referenced planning application. We have no comments with regards to archaeology.

5.6 March Society: No Response Received.

5.7 Local Residents/Interested Parties: No Response Received.

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

National Planning Policy Framework (NPPF)

Chapter 4 – Decision-making

Chapter 12 – Achieving well-designed places

Chapter 15 – Conserving and enhancing the natural environment

National Planning Practice Guidance (NPPG)

Fenland Local Plan 2014

LP15 – Facilitating the Creation of a More Sustainable Transport Network in Fenland

LP16 – Delivering and Protecting High Quality Environments across the District

LP18 – The Historic Environment

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 48 of the NPPF, that the policies of this should carry extremely limited weight in decision making. Of relevance to this application are policies:

LP11 – Community Safety

LP20 – Accessibility and Transport

LP23 – Historic Environment

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 - 5 - 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 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.

Amenity

- 9.2 The fascia sign includes internal illumination and the projecting barber pole is externally illuminated. 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.
- 9.3 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.
- 9.4 The signage is considered oversized with overly bright backlit text. The employment and the illuminated and animated barber pole and proliferation of unnecessary window stickers detract from the character, appearance and setting of the March Conservation Area and the setting of the GII listed fountain canopy adjacent.
- 9.5 There is a statutory requirement on Local Planning Authorities to seek to conserve and enhance conservation areas, for which this recent installation cannot be described as resulting in either.
- 9.6 The NPPF states that any harm to heritage assets should be met with a strong presumption for refusal unless the harm is outweighed by public benefit. There is considered to be no public benefit to unacceptable and damaging signage.
- 9.7 Fenland District Council's Conservation Officer has objected to the proposal and has stated that the retrospective proposal leads to less than substantial harm (medium) to

the character and appearance of the designated March Conservation Area and the setting of the GII listed fountain canopy.

- 9.8 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 the character and appearance of the designated March Conservation Area. It fails to protect and enhance heritage assets including, the setting of the GII listed fountain canopy. 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

- 9.9 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 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).
- 9.10 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.
- 9.11 When assessing the advertising signs in terms of safety, as required by the NPPF, there are no reasons to refuse the application.

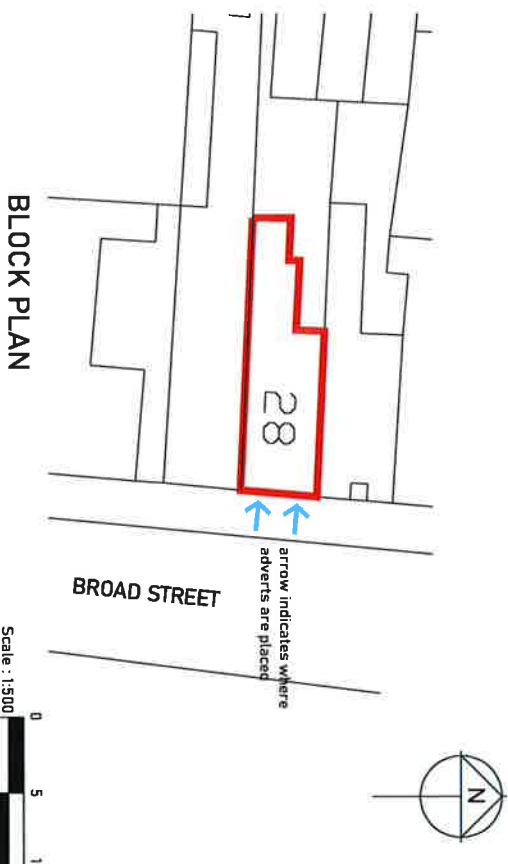
10 CONCLUSIONS

- 10.1 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 oversized signage and overly bright backlit text, the employment and the illuminated and animated barber pole and proliferation of unnecessary window stickers, detract from the character, appearance and setting of the March Conservation Area and the setting of the GII listed fountain canopy adjacent. As such, this application is recommended for refusal.

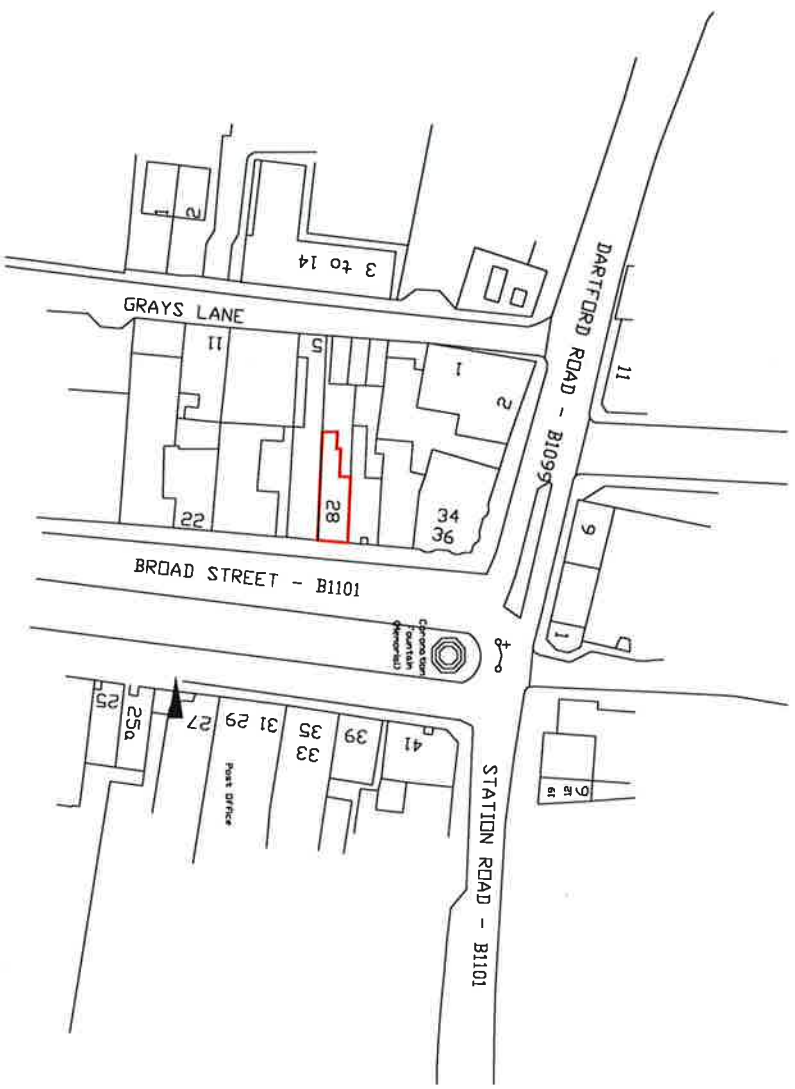
11 RECOMMENDATION

Refuse; for the following reason:

1	<p>By virtue of the adverse impact of the fascia sign and rotating barber pole 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 oversized signage and overly bright backlit text and the illuminated and animated barber pole detract from the character, appearance and setting of the March Conservation Area and the setting of the GII listed fountain canopy adjacent, resulting in less than substantial harm to the setting of the March Conservation Area and the setting of an adjacent listed building.</p> <p>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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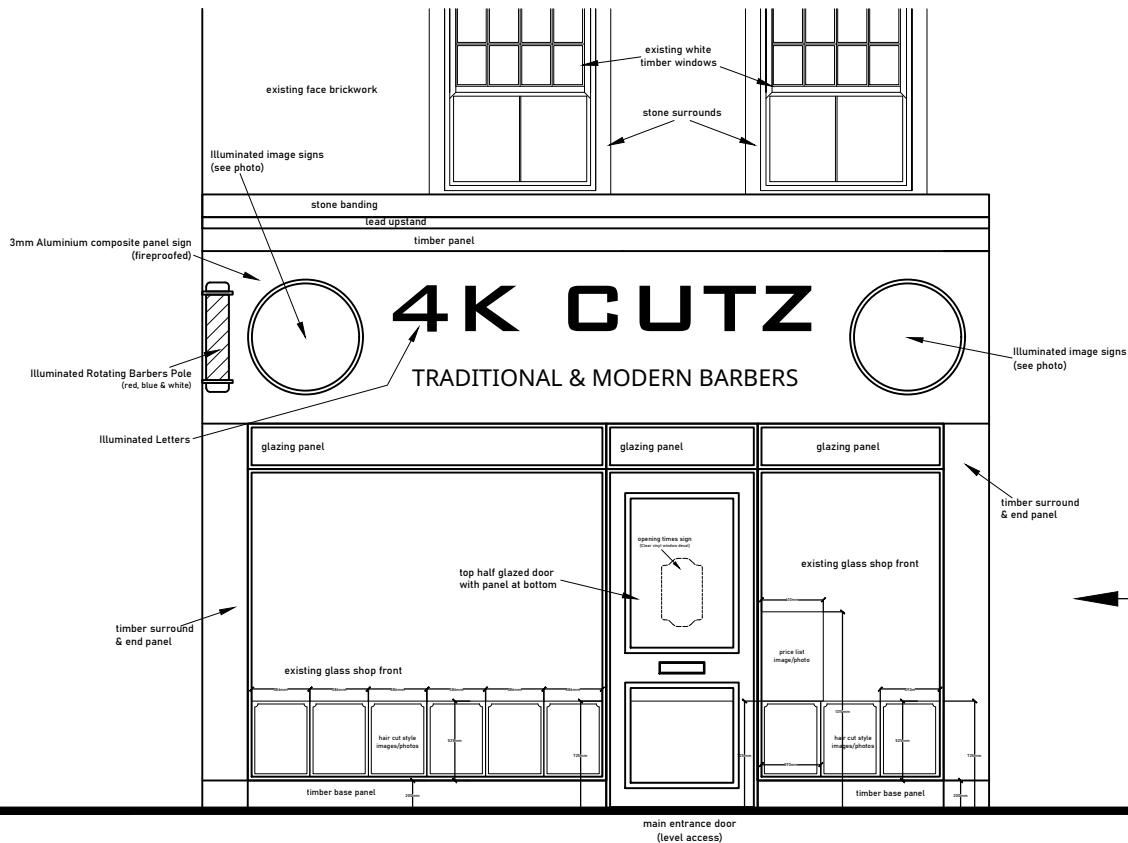
BLOCK PLAN



LOCATION PLAN



Rev A - Block plan added (Planners request)		24.06.25
Proposed Signage Broad Street, March. Cambs. PE15 8TG		
For: KUNDURLER LTD		
PLANNING	June 2025	
1:1250 & 1:500 @A4	DB/K/PD/02 A	



Front Elevation Only (1:50 Scale)



Street view Image

(Not To Scale)

Rev C - Dims added (planners request)	21.07.25
Rev B - Additional information incorporated (planners request)	19.06.25
Rev A - Scale bar incorporated	07.04.25

Proposed Signage
Broad Street, March.
Cambs. PE15 8TG

For: KUNDURLER LTD

PLANNING

Feb 2025

1:50 @A4

DB/K/PD/01 C