

<b>Application Number:</b>	2023/0656/ADV
<b>Site Address:</b>	Lincoln Central Market, Sincil Street, Lincoln
<b>Target Date:</b>	7th November 2023
<b>Agent Name:</b>	None
<b>Applicant Name:</b>	Sammy Pengelly
<b>Proposal:</b>	Display of 3 non-illuminated hanging signs and 1 non-illuminated fascia sign.

### **Background - Site Location and Description**

Application is for advertisement consent for the installation of signs to the exterior of this grade II listed building.

The site is located within the Cathedral City Centre and Conservation Area No.1.

The Central Market is owned by the City Council who is the applicant for this application.

The signs are part of the wider redevelopment and refurbishment of the Central Market building which is nearing completion.

An accompanying application for listed building consent has also been submitted.

### **Site History**

No relevant site history.

### **Case Officer Site Visit**

Undertaken on 23rd January 2024.

### **Policies Referred to**

- National Planning Policy Framework
- Policy NS55 Advertisements

### **Issues**

- Local and National Planning Policy
- Visual Amenity
- Highway Safety

### **Consultations**

Consultations were carried out in accordance with the Statement of Community Involvement, adopted January 2023.

### **Statutory Consultation Responses**

Consultee	Comment
Highways & Planning	Comments Received

## **Public Consultation Responses**

No responses received.

## **Consideration**

### **Policy**

Policy NS55: Advertisements is relevant and states "All proposals for the display of advertisements must comply with relevant national regulations and guidance. Where advertisement consent is required, such consent will be permitted if the proposal respects the interests of public safety and amenity "

"The design (including any associated lighting and illumination), materials, size and location of the advertisement respects the scale and character of the building on which it is situated and the surrounding area, especially in the case of a listed building or within a conservation area; "

Policy S57: The Historic Environment states "proposals should protect, conserve and seek opportunities to enhance the historic environment of Central Lincolnshire."

Listed Buildings- "Permission to change the use of a Listed Building or to alter or extend such a building will be granted where the local planning authority is satisfied that the proposal is in the interest of the building's conservation and does not involve activities or alterations prejudicial to the special architectural or historic interest of the Listed Building or its setting".

### **External Signage**

The application proposes the display of 3 non illuminated hanging signs to the north and eastern elevations and 1no. non illuminated sign above the eastern entrance to Sincil Street. The signs are not illuminated.

The 3 hanging signs are simple metal projecting hanging signs, displayed on a bracket. 2 no. signs are located either side of the Sincil Street entrance and 1 no. sign is located on the City Square elevation.

A bespoke 'Cornhill Market' sign made from steel and finished in black is to be displayed with the archway above the Sincil Street entrance. The sign will be fixed to the fabric with 4no. bolts.

The signs advertise the entrances to the refurbished Central Market building, whilst respecting the special architectural character of the listed building by virtue of the size, design, location and non-illumination of the proposed signs.

The proposed signs are not therefore considered to be detrimental to visual amenity, or the wider character or appearance of the conservation area.

The signage package is minimal for the building and so will not lead to a cluttered appearance.

No objections are raised by the Highway Authority with regard to the impact of the signs on highway safety.

**Application Negotiated either at Pre-Application or During Process of Application**

Yes.

**Financial Implications**

None.

**Legal Implications**

None.

**Equality Implications**

None.

**Conclusion**

The proposed signage will not be detrimental to either visual amenity or highway safety. The signs are therefore in accordance with local and national planning policy.

**Application Determined within Target Date**

Yes.

**Recommendation**

That the application is Granted Conditionally

**Standard Conditions**

- 01) The express consent hereby approved is valid for a period of five years beginning with the date of this permission.

Reason: By virtue of Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 02) The consent hereby given is for the particular advertisements described in Part I above and should be displayed in full accordance with the details shown on the application form and the accompanying drawings.

Reason: Pursuant to paragraph 14 of the Town and Country Planning (Control of Advertisements) Regulations 2007 and in the interests of the visual amenity.

- 03) 1. Before any advertisement(s) is/are displayed on land in pursuance of this express consent the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.  
2. All advertisements displayed, and any land use for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the

Local Planning Authority.

3. Any hoarding or similar structure, or any sign, placard, board or devices erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Council.

4. Where advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: Required to be imposed by paragraph 14 and Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

**Conditions to be discharged before commencement of works**

None.

**Conditions to be discharged before use is implemented**

None

**Conditions to be adhered to at all times**

None.