

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H09-0571-19 **Applicant:** Nationwide Building Society

Proposal: Proposed signage

Location: 3 West End Holbeach Spalding

Terminal Date: 30th July 2019

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development
29	The Historic Environment

National Guidance

National Planning Policy Framework 2019

NPPF 2019

Section 16.

Representations:

	Object	Support	No Obj.	Comments
PARISH COUNCIL	0	0	0	0
WARD MEMBER	0	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	0	1
HOLBEACH & DISTRICT CIVIC SOCIETY	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

The site is a retail banking premises and it is proposed to update the existing signage with what is the current corporate images and to carry out a general clean up of the main front elevation. The works proposed include;

- New internally illuminated Nationwide lozenge and logo signage with grey RAL 7031 fascia board.
- New internally illuminated projecting sign.
- New face illuminated ATM surround.
- Existing receipt bin to be removed and made good.
- Remove existing marketing and install new frosted dots applied internally to glazing.
- New fascia statutory signage.
- Clean existing letter plate.
- Window and door frames to be sprayed RAL 7026.
- Clean existing tiles.
- Paint shopfront RAL 7044 and ensure detailing in render is painted out.

The proposed signage is appropriate and considering the existing signage on neighbouring buildings supporting other businesses this is in keeping with the style and materials in the area.

Site Description

The site is the Nationwide which is on a prominent junction in the town centre, within the Holbeach Conservation Area, and directly adjacent various listed buildings which are also within the Holbeach Conservation Area giving a particular sensitivity to this site.

History

H09-1421-04 3 West End, Holbeach
Replacement windows (part retrospective) Nationwide Building Society
FULL
REFUSAL Issued : 17-12-04

H09-1354-04 3 West End, Holbeach
Proposed replacement windows Nationwide Building Society
CONS AREA CONSENT
Withdrawn Issued : 18-10-04

H09-0689-03 3 West End, Holbeach
Display of internally illuminated fascia sign and internally Nationwide
ADVERTISEMENT
Approved Issued : 24-07-03

H09-0092-03 Nationwide 3 West End, Holbeach,
Erection of illuminated fascia sign and projecting sign Nationwide Building Society
ADVERTISEMENT
REFUSAL Issued : 01-05-03

H09-0876-02 3 West End, Holbeach,
Replacement ATM Cash Machine Surround Sign Nationwide Building Society
ADVERTISEMENT

Approved Decided : Issued : 09-10-02

H09-0246-94 3 West End, Holbeach, Spalding, Lincs G T Morgan & Co Ltd
Refurbishment of building society branch office Nationwide Building Society

FULL

Approved Issued : 10-05-94

Consultation Responses

Holbeach & District Civic Society

Comments

I am happy that the Nationwide is keeping it image up to date, they are the last bank in town, all the clearing banks have closed in Holbeach. I am FOR the improvements.

Lincolnshire County Council SUDs (Highways):

Do not wish to restrict the grant of planning permission.

Planning Considerations

South East Lincolnshire Local Plan - Adopted: March 2019

Policy 01 Spatial Strategy

Policy 02 Development Management

Policy 03 Design of New Development

Policy 17 Providing a Mix of Housing

Key Policy:

Policy 29: The Historic Environment

Policy 29 states that "Distinctive elements of the South East Lincolnshire historic environment will be conserved and, where appropriate, enhanced"

Policy 29 goes on to say;

"B. Conservation Areas

Proposals within, affecting the setting of, or affecting views into or out of, a Conservation Area should preserve (and enhance or reinforce, as appropriate) features that contribute positively to the area's character, appearance and setting. Proposals should:

2. Retain architectural details that contribute to the character and appearance of the area."

These proposals conserve the distinctive qualities of the Conservation Area and are compliant with Policy 29.

If regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts, Section 38 (6) to the Town and Country Planning Act as amended by the 2004 Act states that the determination must be made in accordance with the plan unless material considerations indicate otherwise.

National Guidance

National Planning Policy Framework (NPPF), Feb 2019

Paragraph 11 - The presumption in favour of sustainable development

Section 16 - Conserving and enhancing the historic environment

Conclusion

The proposals are acceptable in all regards and should be APPROVED.

Additional Considerations

Public Sector Equality Duty

In making this decision the Authority must have regard to the public sector equality duty (PSED) under s.149 of the Equalities Act. This means that the Council must have due regard to the need (in discharging its functions) to:

A. Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act

B. Advance equality of opportunity between people who share a protected characteristic and those who do not. This may include removing or minimising disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; taking steps to meet the special needs of those with a protected characteristic; encouraging participation in public life (or other areas where they are underrepresented) of people with a protected characteristic(s).

C. Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

The PSED must be considered as a relevant factor in making this decision but does not impose a duty to achieve the outcomes in s.149. It is only one factor that needs to be considered, and may be balanced against other relevant factors.

It is not considered that the recommendation in this case will have a disproportionately adverse impact on a protected characteristic.

Human Rights

In making a decision, the Authority should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as South Holland District Council to act in a manner that is incompatible with the European Convention on Human Rights. The Authority is referred specifically to Article 8 (right to respect for private and family life) and Article 1 of the First Protocol (protection of property).

It is not considered that the recommendation in this case interferes with local residents' right to respect for their private and family life, home and correspondence, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general public interest and the recommendation is considered to be a proportionate response to the submitted application based on the considerations set out in this report.