

DECISION DELEGATED TO DEVELOPMENT MANAGER
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Application No: H09-0661-19 **Applicant:** QD Stores
Proposal: Proposed signage
Location: 1 High Street Holbeach Spalding
Terminal Date: 28th August 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	
Section 12 - Achieving well-designed places	
Section 16 - Conserving and Enhancing the historic environment	

Representations:

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

CASE OFFICER ASSESSMENT
Proposal

The application is for the installation of new 3 new units of signage on the western elevation of 1 High Street, Holbeach. The proposed signage would be placed over the pre-existing windows which are currently painted over to obscure them. The proposed signage would be bright red in colour with white writing. The signs are proposed to be in 2 different designs; 2x signs reading 'QualityDiscounts.co.uk' to the left and right and 1x sign reading 'QD' in larger text between the two other signs. All of the signs would be equal in size - 1.75m x 4.3m. The central sign's text would be made of 19mm thick foamex bonded to the face of the sign. The other signs' text would be vinyl applied directly to the sign face.

Site Description

The site can be described as occupying a central and primary position in the highly prominent 'Market Hill' part of the Holbeach Town Centre and Holbeach Conservation Area (HCA). This area of the HCA is primarily characterised by commercial premises/shops and nearby signage largely consists of lettering achieved using traditional materials, in accordance with the HCA.

Adjacent to the Western elevation of the site (the elevation upon which the signage is proposed) is a public art installation, which, in mosaic composition, outlines the town's history and prominent historic residents. This art installation has become a significant focal point of the HCA. Additionally, because the site sits on the Market Hill crossroads of Boston Road South, Merchant Mews, High Street, Church Street and West End, it is positioned in views from, and itself offers clear views of, other significant areas and buildings of the HCA, such as; All Saints' Church, High Street, the String of Horses Pub and the Crown Hotel etc.

History

H09-1203-06. Woolworths 1-3 High Street. Siting of illuminated fascia and projecting box sign (re-submission). Approved. 11-10-06.

Consultation Responses

Holbeach Parish Council

Holbeach Parish Council object to the application citing the following reasons;

The proposed advertisement would obscure or hinder the interpretation of road signage.

The proposed advertisement would impair the visual amenity of the site.

The proposals are at a major junction and risk distracting drivers at a point which drivers need to take more care, especially due to its bold colour and size.

The proposals are inappropriate to the architectural style of the host building and detract generally from the area.

The proposals are harmful to the Conservation area.

The proposals detract from the art installation below which is of cultural and historic significance.

The business operating from 1 High Street already have signage which is appropriate in scale and size.

Cllr Biggadike - Ward Member

The proposals are of an unacceptable design in the Conservation Area. Suggests that if the applicant wants to tidy up the current windows, they should simply be painted over again in a colour which matches the below art installation.

County Council Highway Authority and Flood Authority

No objections

Planning Considerations

Heritage Impact

The impact of the proposals upon the Holbeach Conservation Area (HCA) is deemed to be unacceptable. This is because the scale, colour and design of the proposed signage is not in keeping or in any way sympathetic to the HCA. The proposal for a set of brightly coloured, very large (relative to other, nearby signage styles), branded signs would completely dominate the important Market Hill area of the Holbeach Town Centre and HCA within which the proposed signage would sit. This would mean that the signage would impact heavily upon various views of and from important elements of the HCA such as All Saints' Church and High Street to name a few, and of Market Hall itself, which is a characterful element of the HCA in its own right.

In addition, the significance of public art installation (which sits directly below the proposed signage, on Market Hill) would be completely drowned out by the proposals. The artwork displayed is of significant cultural value to Holbeach and has itself become an important focal point of the HCA.

The signage also proposes the use of non-traditional materials, particularly for use on the central sign which would read 'QD'. Whilst the attempt to use raised lettering is appreciated and more acceptable within the limitations of the Conservation Area, the use of 19mm Foamex cannot be deemed to be 'traditional' in composition. Whilst there are, of course, exceptions, the use of signwritten, timber or individually cut aluminium or vinyl lettering would be deemed to be 'traditional' and therefore more in keeping with the Conservation area.

Additionally, if the proposals were to be allowed, it would mean that there would be a overly large amount of signage in the area and which is dedicated to the Business operating from the site, all of which would be of very similar design. This would lead to the garish red and white colour scheme dominating the Market Hill area of the HCA when added to the ample amount of signage that the business premises already possesses.

Therefore, these proposals should be considered an over-proliferation of signage which would be detrimental to the visual qualities of the HCA.

For the above reasons, it is deemed that the proposals do not preserve or enhance the character or appearance of the HCA and, in fact, are detrimental to it. It must, therefore, be concluded that the

Conclusion

For the reasons listed above the application is considered to be in contradiction to policy 29 of the South East Lincolnshire Local Plan (2019) and Section 16 of the National Planning Policy Framework (2019). Therefore this application is recommended for refusal.

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.