DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H11-0001-20**	**Applicant:**	**One Stop Stores Ltd**
Proposal:	Proposed Signage		
Location:	One Stop Market Place Long Sutton		
Terminal Date:	4th March 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development
26	Primary Shopping Frontages
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	0	0	0	1
WARD MEMBER	0	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	1	0

CASE OFFICER ASSESSMENT

Proposal

This advertisement consent application is for the erection of proposed signage at One Stop, 25 Market Place, Long Sutton.

The proposed signage is in five major elements;

The proposed fascia sign is 10.575m in width and 0.6m in height, to be mounted 2.775m above the ground level. The fascia board will be of aluminium construction with white vinyl lettering applied reading 'working with LONG SUTTON CONVENIENCE STORE'. A 5mm blue acrylic panel will be mounted on the aluminium fascia board, raised by 10mm. This panel will host the One Stop logo which reads 'ONE|STOP'. The fascia sign will be illuminated externally by means of an ecolux trough light, mounted above the sign downcasting onto it.

926mm x 2071mm ACM panels with digitally printed image.

Window graphics are proposed to the 4 southern-most windows on the frontage elevation. This is proposed in order to hide the view of the rear of the service counter, cigarette gantry and back-of house elements of the interior. This will be achieved by internally applied digitally printed vinyl graphics. The scale of these will be 700mm x 1960mm

Finally, it is proposed that 2 lockable poster cases will be mounted on the front elevation. These will be 575mm x 830mm in scale and will be anodized silver.

Site Description

The proposal site is located within both the Long Sutton Conservation Area (LSCA) and the Primary Shopping Frontage of Long Sutton.

The site's position within the LSCA is highly prominent, being in extreme adjacency to the Grade I listed St Mary's church and grade II listed pump and telephone kiosk, and being along the locally significant Market Street which is both one of the main thoroughfares through the town and also the primary shopping area of the town. All of these factors contribute towards making this location perhaps the most prominent within the LSCA, being one of, If not, the most significant community focal points in the town.

The host property itself is not of any historic or architectural merit, being a fairly unremarkable late C20th former bank, built of brick with timber frame windows, and a slate tile mansard roof. The area surrounding the property is characterised by commercial properties, largely of Victorian and Edwardian design as well as the church and churchyard to the rear.

The commercial area sports a wide variety of traditional and non-traditional style of advertisements, several of which are brightly coloured.

History

H11-0708-15

proposed works to form a secure ATM room including new access door, upgrading ATM and construction of internal secure servicing. APPROVED on 30/09/2015

H11-0252-17

Change of use from A2 Class to A3 Class. APPROVED on 03/05/2017

Consultation Responses

Long Sutton Parish Council

Trend of signage in the town centre is becoming more bright/vibrant and so the impact of this should be considered.

Lincolnshire County Council Lead Local Highways and Flood Authority

No objections and does not wish to restrict the granting of permission.

Planning Considerations

Heritage Impact

Paragraph 132 (Section 12) of the National Planning Policy Framework states that "The quality and character of places can suffer when advertisements are poorly sited and designed". Additionally, Policy 29 of the South East Lincolnshire Local Plan (2019) 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."

With the above considered, the Local Planning Authority does not consider that this application, on balance, will cause any harm to the historic and visual amenity of the LSCA or of any of the adjacent designated heritage assets and does not cause any loss of contributive architectural details and, by extension, significance. Whilst the sign is of a non-traditional size and is brightly coloured, this is not alien to this portion of the conservation area. In addition, the host structure is not one which is particularly traditional in design or construction. Working in these proposals' favour is that by using aluminium and acrylic, the applicant has proposed traditional signmaking materials which should enhance the quality of the appearance of the proposals. It is considered also that the proposed signage is a marked improvement over the quite out-of-place looking signage for the now defunct cafe (which was the previous use of the site). Due to the lack of an impact which would be particularly alien when compared to the surroundings, as well as the use of traditional materials in conjunction with the proposed removal of the extant, unsightly signage, it is considered that these proposals help to CONSERVE the historic environment.

Conclusion

For the reasons listed above, it is determined that this application is in compliance with Policies 1, 2, 3, 26 and 29 of the South East Lincolnshire Local Plan (2019) and sections 12 and 16 of the National Planning Policy Framework (2019). Therefore this application is recommended for APPROVAL.

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.