

DECISION DELEGATED TO HEAD OF PLANNING

Application No: H11-0316-22 **Applicant:** Domino's Pizza
Proposal: Proposed Signage
Location: Former Tsb 6 West Street Long Sutton
Terminal Date: 19th May 2022

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 2021**

Section 12 and 16 of the National Planning Policy Framework (2021)

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
SOUTH HOLLAND INTERNAL DRAINAGE BOARD	0	0	0	1
RESIDENTS	1	0	0	0

CASE OFFICER ASSESSMENT

Proposal

This advertisement consent application is for the erection of proposed signage at the former TSB (becoming Dominos), 6 West Street, Long Sutton. The proposed new signage takes the form of 2 new additions;

- A 3 (2.256m x 1.5m) Panel Fascia Board, with total size of (W)7.3m x (H)1.5m, finished in RAL 7043 bearing upon it the Dominos Pizza logo, with text reading 'DOMINOS' all finished in 5mm raised acrylic. It is proposed that this shall be externally illuminated via use of trough light mounted above.
- A (0.75m x 0.75m) external projection sign, protruding from the western end of the southern elevation. The sign shall be finished in RAL 7043, with the Dominos logo. The sign is to be externally illuminated using downcasting trough lights.

Site Description

The building is a former bank (Lloyds TSB) of contemporary design (circa 1960's) with a flat roof. Parking is located at the rear.

A betting shop (S & D Bookmakers Ltd) is located to the east beyond a driveway, plus residential above. Terraced housing is situated to the west beyond a driveway associated with the property. Flats (Spurgeon House) are located directly opposite and Long Sutton Baptist Church to the south-west.

Nos 39 and 43 (grade II listed) are located some 25 metres to the south-east on the opposite side of West Street. St Mary's Church (grade I listed) is situated some 100 metres to the east.

History

H11-1704-06 - Adv Consent - Erection of new signage - Consent 6 February 2007.

H11-0978-12 - Adv Consent - Proposed signage - Consent 17 January 2013.

H11-1075-15 - Full - Installation of ATM machine - Granted 4 January 2016.

H11-1076-15 - Adv Consent - Proposed signage - Consent 4 January 2016.

H11-0095-22 - Full - Change of use from Bank to Hot Food Takeaway - Granted 18 March 2022

Consultation Responses

Local Residents

1 letter of objection was received from a local resident. The resident objected to the principle of this site becoming a takeaway restaurant.

South Holland Internal Drainage Board

No comments

Lincolnshire County Council Lead Local Highways and Flood Authority

No objections.

Planning Considerations

Resident Objections

The single objection received related to the principle of changing this property to a hot food takeaway restaurant. This application does not concern the change of use and relates only to the proposed signage. Permission for the change of use has already been granted to this site under application H11-0095-22.

Amenity

Adjacent properties are fully residential in nature and therefore, it is appropriate in this instance to consider impacts upon residential amenity presented under the guidance of Policy 3 of the South East Lincolnshire Local Plan (2019).

The proposals create no substantial or material dimensional or massing alterations to either the extent of the signage or the structure at large and therefore, there is no risk of visual or physical detriment to the residential amenity of neighbouring properties.

However, this application does include the provision of lighting. The previously extant signage was internally illuminated, meaning that what little light was generated by the signage was projected outward. This application seeks to alter this to external lighting projected directly upon the signage - this proposal should further reduce the already insignificant amount of light generation, meaning that any negative impact upon residential amenity is actually reduced and mitigated against by this proposal.

Heritage Impact

Whilst the proposed signage is not a traditional or heritage focussed design, it should be remembered that the site itself is of a starkly modern, mid century design, in total contrast to the rest of development within the immediate visual range. Given that the signage, using an aluminium backing fascia and acrylic lettering is not dissimilar to the signage this application seeks to replace and that the use of more modern design and materials is visibly appropriate to this particular site, this proposal would not cause a detrimental impact upon the character of the conservation area. Furthermore, the signage which this proposal seeks to replace was internally illuminated, which is generally considered to be not appropriate for conservation area settings. By recognising this and instead proposing more traditional trough light external illumination, this proposal should represent a small, but important improvement to the character contribution of this site to the conservation area.

Policy 29 of the South East Lincolnshire Local Plan (2019) states that all proposals must either preserve or enhance the character of the Conservation Area. By lack of a considerable negative impact upon the character of the conservation area, and the removal of inappropriate internally illuminated signage, this application will assist in enhancing the conservation area.

Planning Balance

Whilst the signage presented here would perhaps not be appropriate for a more traditional building within the conservation area setting, the more unique, modern nature of this specific site allows for the use of a wider range of materials and designs such that they be appropriate to the architectural and material nature of the host property. Furthermore, the proposal does not represent a major departure from the signage which had already been present at the site, and additionally, proposes the removal of inappropriate internal illumination. Therefore, on balance, this proposal is acceptable.

Conclusion

For the reasons listed above, this application is considered to be in accordance with Policies 1, 2, 3, and 29 of the South East Lincolnshire Local Plan (2019) as well as Sections 12 and 16 of the National Planning Policy Framework (2021). Therefore, it is recommended that this application 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.