DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0038-25**	**Applicant:**	**Santander UK plc**
Proposal:	Proposed Signage		
Location:	Santander 13-14 Bridge Street Spalding		
Terminal Date:	6th May 2025		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
29	The Historic Environment
33	Delivering a More Sustainable Transport Network
36	Vehicle and Cycle Parking

National Guidance

National Planning Policy Framework December 2024

Section 9 - Promoting sustainable transport
Section 12 - Achieving well-designed places
Section 16 - Conserving and enhancing the historic environment

Representations:

	Object	Support	No Obj.	Comments
WARD MEMBER	0	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	0	1
SHDC INTERNAL	0	0	0	1

CASE OFFICER ASSESSMENT

Description of Proposal

This application seeks advertisement consent for the erection of two pieces of replacement signage,

comprising a fascia sign and a hanging sign, at Santander, 13-14 Bridge Street, Spalding.

The fascia sign would measure 0.9m (height) by 8.3m (width). The height from the ground to the base of the advertisement would be 2.4m. This scale is comparable to what is currently in situ. The sign would be externally illuminated via a trough light set at 300cd/m2. It shall be constructed of white acrylic lettering, on a red aluminium fascia panel.

The hanging sign would measure 0.6m by 0.6m. This gives a total protrusion distance of 0.8m. The base of the sign would be 2.6m from the ground. It would be constructed of aluminium panels with acrylic logos on steel brackets. The sign would be externally illuminated, with that illumination set at 120cd/m2.

Site Description

The site is located within the town centre of Spalding, within the "primary shopping area" outlined within the South East Lincolnshire Local Plan (2019). Whilst not listed, the site is a prominent feature within Spalding's town centre and lies within Spalding Conservation Area.

The immediate area is characterised by commercial properties of varying age and architectural design. It is within close proximity to several listed properties including the Grade II listed 21 Bridge Street and 25 and 26 Market Place.

Relevant History

H16-0651-09 - Advertisement - Proposed illuminated signage. Approved 20/10/09.

Consultation Responses

The responses received from consultees during the initial consultation exercises, which can be viewed in their entirety through the South Holland website, can be summarised as follows:

Highway and Lead Local Flood Authority

No objections: "The advertisement proposals will not present a danger or distraction for road users therefore the Highways and Lead Local Flood Authority does not consider that this proposal would result in a severe impact with regard to Highway Safety".

Conservation Officer

Initial comments received, 10/03/25:

Objections - "I wish to object to this application. The use of internal illumination where not strictly necessary within Conservation Area settings is to be avoided in the interest of preservation of the local commercial character. The applicant should be required to amend to external illumination, or the application should be refused due to the harmful impact upon the historic setting"

Further comments, received 02/04/25:

"No objections following amendment".

Public Representations

This application has been advertised in accordance with the Development Procedure Order and the Council's Statement of Community Involvement. In this instance, no letters of representation have been received.

Key Planning Considerations

Evaluation

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states local planning authorities shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The adopted South East Lincolnshire Local Plan 2011-2036, adopted March 2019, is the development plan for the district, and is the basis for decision making in South Holland. The relevant development plan policies are detailed within the report above.

The policies and provisions set out in the National Planning Policy Framework, December 2024 are also a material consideration in the determination of planning applications, alongside adopted Supplementary Planning Documents.

Layout, Design, Scale and Consideration of the Character of the Area

Section 12 of the National Planning Policy Framework, December 2024, "Achieving well-designed places", states that the "creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve" and as such, it is generally accepted that good design plays a key role towards sustainable development.

Paragraph 135, contained within Section 12 of the National Planning Policy Framework, December 2024, states that new development should function well and add to the overall quality of the area (including beyond the short term) and should be visually attractive as a result of good architecture and appropriate landscaping. This goes on to establish that it is important that new development should be of the highest quality, to enhance and reinforce good design characteristics, and that decisions must have regard towards the impact that the proposed development would have on local character and history, including the surrounding built environment and landscape setting such as topography, street patterns, building lines, boundary treatment and through scale and massing. Developments should create places that are safe, inclusive, and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, among other considerations.

Likewise, Policy 2 of the South East Lincolnshire Local Plan, 2019, outlines sustainable development considerations for proposals; providing a framework for an operational policy to be used in assessing the sustainable development attributes of all development proposals. Furthermore, Policy 3 of the South East Lincolnshire Local Plan, 2019, requires development to comprise good design; identifying issues that should be considered when preparing schemes so that development sits comfortably with, and adds positively to, its historically designated or undesignated townscape or landscape surroundings.

These policies accord with the provisions of the National Planning Policy Framework, December 2024, and require that design which is inappropriate to the local area, or which fails to maximise opportunities for improving the character and quality of an area, will not be acceptable. Proposals for new development would therefore require the aforementioned considerations to be adequately assessed and designed, including the siting, design, and scale to be respectful of surrounding development and ensure that the character of the area is not compromised.

The proposed scale of the signage is virtually identical to that which it is to replace. As a result, it cannot be said that the proposal would result in an over proliferation of signage on the site or that the development would appear overly bulky. Likewise, the materials and colours selected are comparable to their predecessors, therefore ensuring the proposal does not appear out of keeping. In any event, the use of acrylic and aluminium is considered to be in keeping with the area. Spalding town centre heavily features these materials and so their addition here would not be out of place.

The use of illumination, while not commonplace within conservation areas, would not appear out of keeping. Many of the signs in the area, particularly banks, are illuminated, thereby naturalising the proposal. The proposed level of illumination is low, reducing its impact.

Taking account of the design, scale, and nature of the development, as detailed above, the proposal is considered to be acceptable. The proposal would not cause an adverse impact to the character or appearance of the area and would therefore be in accordance with Policies 2 and 3 of the South East Lincolnshire Local Plan, 2019 and Section 12 of the National Planning Policy Framework, December 2024.

Impacts Upon Resident Amenity

Paragraph 135 of the National Planning Policy Framework, December 2024 states that development should create places that are safe, inclusive, and accessible and which promote

health and well-being, with a high standard of amenity for existing and future users.

Policies 2 and 3 of South East Lincolnshire Local Plan (2019) sets out that residential amenity and the relationship to existing development and land uses is a main consideration when making planning decisions.

The proposal would have no significant impact upon residential amenity, particularly when the existing signage is considered. By virtue of its nature, the proposed advertisement would not increase overlooking or overshadow any property. The level of illumination proposed is lower than the existing signage, ensuring that the proposal would not have a significant impact upon residential units in the area.

As detailed above, the scale, design and illumination of the proposal is considered to have no significant or unacceptable impact on the residential amenities of the occupiers of adjacent properties or land users, when also taking account of the conditions recommended. As such, the proposal is considered to accord with Section 12 of the National Planning Policy Framework (December 2024) and Policies 2 and 3 of the South East Lincolnshire Local Plan (2019) in terms of impact upon residential amenity.

Heritage and Conservation

Policy 29 of the South East Lincolnshire Local Plan, 2019, alongside Section 16 of the National Planning Policy Framework, December 2024, relates to the preservation of the historic environment. Both outline that all applications within the Conservation Area should preserve or enhance the setting.

In this regard, in respect of any buildings or other land in a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area, through Section 72 the Planning (Listed Buildings and Conservation Areas) Act 1990.

The National Planning Policy Framework, December 2024, expresses the importance of considering the impact of development on the significance of designated heritage assets; advising that development and alterations to designated assets and their settings can cause harm. These policies ensure the protection and enhancement of the historic buildings and environments. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance should be treated favourably.

Section 16 of the National Planning Policy, December 2024, states that "When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance".

Policy 29 (The Historic Environment) states amongst other matters that the distinctive elements of the South East Lincolnshire historic environment will be conserved and, where appropriate, enhanced, in keeping with the policies in the National Planning Policy Framework, December 2024. Development proposals will be expected to conserve and enhance the character and appearance of designated and non-designated heritage assets, including archaeology, historic buildings, conservation areas, scheduled monuments, street patterns, streetscapes, landscapes, parks (including Registered Parks and Gardens), river frontages, structures and their settings through high-quality sensitive design.

Whilst the site is within the Conservation Area, the building itself is not listed and not of significant architectural value. The use of a comparable design to what is currently in place prevents a harmful impact upon the historic environment.

The use and method of external illumination is considered appropriate in this setting. The level of illumination is relatively low, reducing the visual impacts of the development.

The Conservation Officer has raised no objections to the proposal, following amendments.

For the above reasons it is considered that the proposal would conserve the historic environment. As such, the proposal accords with Policy 29 of the South East Lincolnshire Local Plan, 2019, Section 16 of the National Planning Policy Framework, December 2024, and Sections 66 and 72 of

the Planning (Listed Buildings and Conservation Areas) Act 1990.

Planning Balance

As stated above, Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states local planning authorities shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The proposal represents appropriate development within the defined settlement boundary. The development hereby proposed does not materially harm the character or appearance of the locality, or amenity of nearby residents, whilst preserving the historic environment. The use of illumination is considered acceptable in this instance due to its use already being well established in the immediate area.

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.

Conclusion

Taking these factors into consideration, the proposal is considered to comply with Policies 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, December 2024. There are no significant factors in this case that would outweigh the benefits of the proposal; therefore, the planning balance is in favour of the proposal.

Recommendation

Based on the assessment detailed above, it is recommended that the proposal should be approved under Delegated Authority.