DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0067-26**	**Applicant:**	**Pizza Express Restaurants**
Proposal:	Proposed Signage		
Location:	Unit 61 Springfields Outlet Centre Camel Gate Spalding		
Terminal Date:	24th March 2026		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
29	The Historic Environment
30	Pollution

National Guidance

National Planning Policy Framework December 2024

Section 2 - Achieving sustainable development
Section 4 - Decision-making
Section 6 - Building a strong, competitive economy
Section 11 - Making effective use of land
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
OTHER STATUTORY BODIES	0	0	0	1

CASE OFFICER ASSESSMENT

Description of Proposal

The application seeks advertisement consent for the following:

-Two fascia signs;
-A bracket sign;
-A logo sign on top of an existing pole which is located approximately 14.5m to the south of the building within the site;
-A delivery / collection sign on the southern elevation of the building within the site;
-Signage on a new awning on the western elevation; and
-A menu box sign below the proposed awning on the western elevation.

Site Description

The site comprises an existing commercial unit within Springfields Designer Outlet and Leisure, which contains various retail and leisure units. The site has planning permission to be used as a restaurant and comprises a corner plot located to the east of Camelgate. The site features rendered facades at the ground floor level and horizontal cladding at the first-floor level.

The site is outside the settlement boundary of Spalding, as identified by the South East Lincolnshire Local Plan (2019) and the accompanying policies map. However, the site is located within the Springfields Shopping and Festival Gardens policy area, as identified by Policies 9 and 27 of the Local Plan.

The site is within Flood Zone 3, as identified by the Environment Agency's flood risk maps.

Relevant Planning History

H16-1173-93: (Outline Application) Erect retail foodstore with associated petrol filling station, car parking, landscaping and highway works - refused 23 May 1994

H16-0569-98: (Outline Application) Redev. to inc. leisure/retail/ horticultural/food & drink etc with assoc. parking, highways works and landscaping - allowed by Secretary of State 12 February 2001

H16-0957-99: (Full Application) Re-development to include leisure/retail/horticultural/food and drink uses with assoc. parking, highways works and landscaping - withdrawn 03 April 2002

H16-0360-02: (Full Application) Development of building for Class A3 (Food and Drink) purposes - approved 23 September 2002

H16-0361-02: (Reserved Matters) Redevelopment to include leisure, horticultural, food & drink, retail; craft workshop & related uses; associated landscaping; provision of car parking and highway works (Outline application H16/0569/98) - approved 20 September 2002

H16-0348-04: (Advertisement) Installation of various illuminated signs - approved 18 May 2004

H16-1091-04: (Full Application) Development of two retail units - approved 08 October 2004

H16-0298-10: (Section 73 Application) Variation of Condition 4 of H16-0360-02 to permit A1 Retail Sales to Unit 42B - approved 04 June 2010

H16-0433-12: (Advertisement) Proposed signage - approved 29 June 2012

H16-1119-25: (Full Application) External alterations to facilitate sub-division of Unit 43 into two units - approved 09 January 2026

Consultation Responses

Responses have been received from the below referenced consultees. The responses are summarised below, however, the responses can be viewed in their entirety on South Holland District Council's website.

Conservation Officer: No objections.

Lincolnshire County Council - Highways and SUDS: The proposal will not have an adverse impact on the public highway.

Environmental Protection: No response received.

Cllr R A Gibson: No response received.

Cllr G P Scalese: No response received.

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 representations from members of the public 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 (SELLP), 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 (NPPF) are also a material consideration in the determination of planning applications, alongside adopted Supplementary Planning Documents.

There are no adopted Neighbourhood Plans for the area within which the site is located.

The main issues and considerations in this case include the following:

-Design and Visual Impact;
-Impact on Heritage Assets;
-Impact on Residential Amenity; and
-Highway Safety.

These matters are assessed in turn below.

Design and Visual Impact

Paragraph 135 of the NPPF 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.

Paragraph 141 of the NPPF sets out that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 2 of the Local Plan 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.

Policy 3 of the Local Plan 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.

The site is located at Springfields Shopping outlet centre, which features predominantly retail and

various commercial uses. The site is visually prominent within the street scene as it is one of the first units that is visible along the approach to Springfields from the A16.

Two identical 'Pizza Express' signs are proposed on the southern and western elevations which are proposed to feature warm white face illumination. It is considered that the signs would feature suitable proportions and have a suitable impact on the appearance of the building.

A bracket sign is proposed on the western elevation of the building, also featuring Pizza Express branding. The bracket sign is proposed to measure 750mm in diameter, featuring gold and black detailing reverse applied to a 5mm clear acrylic face. The sign is proposed to be constructed from a black powder coated steel frame.

A logo sign is proposed on top of an existing pole which is located approximately 14.5m to the south of the building within the site. The logo sign measures approximately 800mm in diameter, comprising steel and vinyl materials. No height increase is proposed as the existing pole is proposed to be used. It is considered that the visual impact of the proposed sign on top of the pole is acceptable as this would be in keeping with the character and appearance of the area.

A delivery / collection sign is proposed on the southern elevation of the building featuring the text 'Pizzeria Delivery & Collection'. The sign is relatively small and discreet, measuring approximately 50cm by 30cm. The visual impact of the sign is acceptable.

'Pizza Express' signage is proposed on a new awning is on the western elevation. The visual impact of the signage is acceptable; however, full planning permission is required for the awning. The applicant's agent has been made aware of this and has confirmed that they understand that full planning permission is required.

A menu box sign is proposed below the proposed awning on the western elevation. The sign is relatively small, measuring approximately 30cm by 45cm. Due to the discreet nature of the signage, this is considered to be acceptable in terms of its impact on the street scene.

Therefore, the proposal would not cause an adverse impact to the character or appearance of the area in accordance with Policies 2 and 3 of the Local Plan and Section 12 of the NPPF.

Impact on Heritage Assets

Section 16 of the NPPF contains guidance as to how local planning authorities should assess proposals that could affect designated and non-designated heritage. For example, Paragraph 212 of the NPPF sets out 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).

Policy 29 of the Local Plan requires proposal that might affect the setting of a Conservation Area to preserve (an enhance or reinforce, as appropriate) features that contribute positively to the area's character.

A grade II listed building, Fulney Hall, is located approximately 100m to the south-west of the site. There is generous tree cover between the site and this listed building, which helps to screen views between the site and the listed building. The LPA's conservation officer has set out no objections to the proposals in terms of the impact on the setting of the listed building. As such, the proposals are considered to be acceptable in terms of their impact on the nearest heritage asset in accordance with Section 16 of the NPPF and Policy 29 of the Local Plan.

Impact on Residential Amenity

Paragraph 135 of the NPPF 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 the Local Plan set out that residential amenity and the relationship to existing development and land uses is a main consideration when making planning decisions.

There are no dwellings located next to the site as the site is not positioned within a residential area. The proposed maximum illuminance of 200 cd/m2 is not expected to result in an unacceptable

degree of brightness given that this is a relatively low brightness for an external sign. Therefore, the proposed development would therefore accord with the Section 12 of the NPPF and Policies 2 and 3 of the Local Plan in amenity terms.

Highway Safety

Paragraph 116 of the NPPF sets out that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe, following mitigation.

Lincolnshire County Council's highways team have set out that they have no concerns with the proposals in terms of highway safety. Therefore, the proposal would have an acceptable impact in terms of highway safety in accordance with Policies 2, 3, 33 and 36 of the Local Plan, as well as Section 9 of the NPPF.

Planning Balance

As detailed above, Section 38 (6) of the Planning and Compulsory Purchase Act 2004, as amended, requires that the Local Planning Authority makes decisions in accordance with the adopted Development Plan, unless material considerations indicate otherwise.

The proposed development is appropriate and would not materially harm the character or appearance of the locality or the amenity of nearby residents. The development is acceptable in terms of highway safety and overall, the proposed development accords with the Local Plan and the NPPF.

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, 29 and 30 of the Local Plan, as well as Sections 9, 12 and 16 of the NPPF. 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.