DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0122-26**	**Applicant:**	**Mr & Mrs A Piccaver**
Proposal:	Proposed shop front signage and hanging sign along with directional lighting to illuminate signage		
Location:	2a Sheep Market Spalding		
Terminal Date:	8th April 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 9 - Promoting sustainable transport
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
SHDC INTERNAL	0	0	1	1
OTHER STATUTORY BODIES	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

The proposal seeks advertisement consent for a sign above a shop window and a hanging sign with directional lighting to illuminate the signage.

Site Description

The application site comprises part of a building located at 2a Sheep Market, Spalding. The building features two storeys which adjoins another building to the south-west. The site is within Spalding's Conservation Area. There is also a grade II* listed building (1 Sheep Market) to the north of the site.

Relevant Planning History

H16-0006-22: (Advertisement) Fascia Signage, Projecting Sign & Window Graphics - retrospective - approved 15 February 2022

H16-1105-21: (Full Application) Change of use from a charity shop E(a) to a waffle house takeaway (Sui Generis) - approved 17 December 2021

H16-0780-24: (Full Application) Change of use of first floor of hairdressers premises to a single 2 bedroom residential flat - approved 06 November 2024

H16-1096-25: (Full Application) Replacement of windows at first floor level, access door to ground floor & removal of window to ground floor - refused 28 January 2026 - appeal pending consideration

Consultation Responses

The responses received from consultees during the consultation period are summarised below. The responses can be viewed in their entirety on the South Holland website.

Lincolnshire County Council: Historic Environment: The proposal is unlikely to have an impact on significant archaeological remains. Consequently, no further archaeological input is necessary for this application. As the proposal includes the installation of signage (new shopfront signage and hanging sign, along with directional lighting to illuminate the signage) to a building in close proximity to the Grade II listed 1 Sheep Market and is located within the Spalding Conservation Area, the SHDC Conservation Officer must be consulted before a decision is made, given the potential setting impacts.

Environmental Protection: No comments.

Lincolnshire County Council: Highways and SUDS Support: The proposal is for shop front signage and hanging sign along with directional lighting to illuminate signage and it does not have an impact on the Public Highway or Surface Water Flood Risk.

Conservation Officer: I don't have any objections to the basic principle of this proposal, the sign writing and colour scheme appear appropriate, as are the proposed form of lighting and the proposed addition of a hanging sign could be said to be positive. However, I would suggest a small amendment. As presented, the applicant is seeking to direct apply an aluminium sign board onto the existing fascia. This is a common form of signage, however, it can leave an unattractive form, lacking in depth and appearing visually obvious that it is a sign not manufactured to a scale matching the fascia. Given that this proposal site is within a highly prominent portion of the conservation area, effort should be made to ensure the signage is as attractive and sympathetic as possible. I might therefore suggest that the proposed sign board is reduced slightly in scale to allow for the inclusion of a beading which would achieve two objectives in hiding the boundary of the sign from the fascia, and adding depth to the signage. The beading may be aluminium to match the proposed signage if necessary.

Cllr G J Taylor: No response received.

Spalding and District Civic Society: 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 letters of representation have been received from members of the public.

Key Planning Considerations

Development Plan

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 consideration in this case is the visual and amenity impact of the proposed development, including the impact on Spalding Conservation Area and the setting of nearby listed buildings. These matters are assessed in turn below.

Visual and Heritage 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 development proposals, providing a framework for an operational policy to be used in assessing the sustainable development attributes of all development proposals.

Policy 3 accords with the provisions of Section 12 of the NPPF, in that it 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 within Spalding Conservation Area and to the south of a grade II* listed building (1 Sheep Market) which are designated heritage assets. Section 16 of the NPPF sets out 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.

Paragraph 212 of the NPPF sets out the following:

"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".

Paragraph 215 of the NPPF further sets out the following:

"Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use."

Policy 29 of the Local Plan sets out that proposals within a Conservation Area should preserve (and enhance or reinforce, as appropriate) features that contribute positively to the area's character, appearance and setting. Policy 29 also sets out that proposals affecting the setting of a listed building will be supported where they preserve or better reveal the significance of the listed building.

The proposed fascia sign measures 0.8m in height and 4m in width. The sign is proposed to be made from aluminium composite and to feature an illuminance level of 500cd/m2. The proposed hanging sign would measure 0.45m by 0.45m, featuring an acrylic material. The hanging sign is proposed to feature an illuminance level of 300 cd/m2. Both signs are proposed to feature the wording 'Filter & Bloom Coffee House'.

It is considered that the signs would be of an appropriate scale and finish. The council's conservation officer has not raised objections to the proposed signage; however, the officer has recommended that the sign board is reduced slightly in scale to allow for the inclusion of beading which could hide the boundary of the sign from the fascia and add depth to the signage. This has been discussed with the applicant's agent and they have clarified that the proposal is for the signage to cover the entire frontage in one piece and as such, there will be no joins or visible edges. The submitted plan appears to show joins within the sign due to a software error that the agent is unable to fix. As such, it is not considered necessary for the plan to be amended; however, a condition can be included to set out that the sign shall be installed in one piece and that there shall be no joins. It is considered that this should address the minor concerns of the conservation officer.

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.

Whilst there are some dwellings within the site, the proposed maximum illuminance of 500 cd/m2 is not expected to result in an unacceptable degree of brightness. The council's environmental protection team have also not raised any concerns in this regard. 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.

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 its impact on Spalding Conservation Area and nearby listed buildings. Therefore, the proposed signage 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 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.