DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0236-19**	**Applicant:**	**Vision Express**
Proposal:	Proposed signage		
Location:	9 Hall Place Spalding		
Terminal Date:	29th April 2019		

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 2019

NPPF July 2018 - Section 16

Representations:

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

CASE OFFICER ASSESSMENT

Site and proposals

The site is within the Spalding Conservation Area and directly adjacent various listed buildings which are within the Spalding Conservation Area giving a particular sensitivity to this site.

The site is a retail premises and it is proposed to update the existing signage with what is the current corporate images, with some general tidying of the frontage/fascia.

The proposed signage is appropriate and considering the existing signage on neighbouring buildings supporting other businesses this is in keeping with the style and materials in the area.

The Development Plan

South East Lincolnshire Local Plan - Adopted: March 2019
Policy 01 Spatial Strategy
Policy 02 Development Management
Policy 03 Design of New Development
Policy 17 Providing a Mix of Housing

Key Policy:

Policy 29: The Historic Environment

Policy 29 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."

These proposals conserve the distinctive qualities of the Conservation Area and are compliant with Policy 29.

If regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts, Section 38 (6) to the Town and Country Planning Act as amended by the 2004 Act states that the determination must be made in accordance with the plan unless material considerations indicate otherwise.

National Guidance

National Planning Policy Framework (NPPF), Feb 2019

Paragraph 11 - The presumption in favour of sustainable development
Section 16 - Conserving and enhancing the historic environment

Planning Practice Guidance (PPG), 2014

The proposals are considered to comply with all local and national guidance and policy.

Representations:

Lincolnshire County Council SUDs (Highways):
Do not wish to restrict the grant of planning permission.

Conclusion and recommendation

The proposals should be approved without delay.

Recommendation: APPROVE.