SOUTH HOLLAND DISTRICT COUNCIL

Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

contacts:
admin: 01775 764723
dc officers: 01775 764703
s/board: 01775 761161
facsimile: 01775 762937
planningadvice@sholland.gov.uk
www.sholland.gov.uk

FILE COPY

Town and Country Planning Act 1990

Advertisement Refusal

Reference: H16-0296-15 **Received:** 9th April 2015 **Type:** ADVERTISEMENT

Name: J P Builders
C/O Remway Design
Treetops
The Raceground
Spalding
PE11 3AP

Agent: Remway Design Ltd
Treetops
The Raceground
Spalding
Lincolnshire
PE11 3AP

Description: Proposed signage

Location : ELSAM CROSS AND CO 5 - 6 LONDON ROAD
SPALDING

South Holland District Council hereby give notice that CONSENT HAS BEEN REFUSED for the display of the advertisement(s) for the following reason(s):

1 The use of surface mounted acrylic boards is inappropriate given the listed status of the building. The gable end signs are considered to be over dominant and inappropriate to the proposed residential use. The proposed illumination of the signage is similarly inappropriate. The advertisement proposal as submitted would have an unacceptably harmful impact on the special architectural and historic character of the listed building and the conservation area. As such the proposal would be contrary to national guidance set out in Section 12 of the National Planning Policy Framework 2012.

The Local Planning Authority has acted positively and proactively in determining this application in as timely a manner as possible. However, the issues are so fundamental to the proposal that it has not been possible to negotiate a satisfactory solution and due to the harm which has been clearly identified within the reason for the refusal, approval has not been possible.

Copies of all documentation submitted in connection with this application can be viewed online at www.sholland.gov.uk/doitonline/plandev/plansearch.aspx

Note(s):

The determined plans are:
Dwg. nos. 2390/001, 2390/003, 239/004A and 2390/005.

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Paul Jackson
Planning Manager

23rd June 2015 **H16-0296-15**

This decision refers only to that required for the purposes of the Town and Country Planning Acts and not for Building Regulations or any other legislation.