

Our Ref: 24136/MM/AB/JH
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07 April 2025

Head of Planning Services
South Holland District Council
Council Offices
Priory Road
Spalding
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PE11 2XE

Dear Sir/Madam

UNIT 1, HOLLAND MARKET, WINFREY AVENUE, SPALDING, LINCOLNSHIRE, PE11 1RQ – PLANNING APPLICATION FOR EXTERNAL ALTERATIONS

We have been instructed by our client, Schroder Real Estate Investment Management Limited, to submit the enclosed planning application for external alterations to **Unit 1, Holland Market, Winfrey Avenue, Spalding, PE11 1RQ**. The application has been submitted online via the Planning Portal, under reference **PP-13912419**.

The following documents have been submitted in support of the application:

- Completed application form;
- Completed CIL form;
- The following planning drawings, prepared by RGP Architects-;
 - Site Location Plan (drawing no. 11746-L-001-A).
 - Existing Site Plan (drawing no. 11746-L-002-B).
 - Proposed Site Plan (drawing no. 11746-L-010-B).
 - Existing Ground Floor Plan (drawing no. 11746-P-001-B).
 - Proposed Ground Floor Plan (drawing no. 11746-P-010-C).
 - Existing Elevations (drawing no. 11746-E-001-B).
 - Proposed Elevations (drawing no. 11746-E-010-C).
- Design and Access Statement, prepared by RGP Architects.

The requisite planning fee of £596.00 has been paid via the Planning Portal, together with the £85.00 administration fee.

Site Description

The application site is Unit 1, Holland Market which is located within the defined boundary of Spalding town centre (as confirmed by South East Lincolnshire Local Plan Proposals Map (2019)). The site is accessed via Winfrey Avenue which provides connections to the primary shopping area of Spalding town centre which is located 240 metres to the south. To the rear of the unit exists a service yard which is accessed from Swan Street, whilst a large, shared car park is situated to the front of the building.

Given the site's location in the town centre, the surrounding area is characterised by predominantly by commercial uses. The site adjoins a row of retail units that comprise Holland Market whilst a standalone B&Q store is located to the east

of the site. The Winsover Shopping Centre is located to the south west and the Primary Shopping Area of Spalding town centre is located to the south of the site.

The site is not statutorily listed nor is it located in proximity to any listed buildings. The Spalding Conservation Area is located approximately 80 metres to the south of the application site, however there is a collection of buildings along Swan Street, located to the south which restricts any views from the designated area to the application site. In this regard, it is not considered that the application site falls within the setting of the Conservation Area.

The application site is located in Flood Zone 3, however due to the nature of the application proposals, flood risk is not considered relevant to this application.

Relevant Planning History

Planning permission was granted on 26.03.96 for the provision of five retail units plus one A3 (Food & Drink) or retail unit, access, parking, landscaping, public toilets (ref. H16-0087-96). A reserved matters application (H16-0852-96) related to the permission ref. H16-0087-96 for detailed plans and sections, including materials, for shop window display units (Part of condition 12) was approved on 07.11.96.

Planning permission was granted on 22.09.04 for the erection of a rear loading canopy (ref. H16-1021-04).

Planning permission was granted on 23.05.09 for the erection of an external enclosure, to replace an existing timber enclosure (ref. H16-0141-09).

Relevant Planning Policy

The Development Plan for the site comprises the South East Lincolnshire Local Plan (2019). The National Planning Policy Framework (as amended 2024) is also a material consideration.

National Planning Policy Framework (NPPF) (2024)

The NPPF sets out the Government's overarching economic, environmental and social planning policies for England. The document states at **Paragraph 10** that at the heart of the Framework there is a 'presumption in favour of sustainable development'. **Paragraph 11** of the NPPF notes that for decision-taking sustainable development means approving development proposals that accord with an up-to-date development plan without delay.

In terms of economic development, **Paragraph 85** expressly states:

“Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential”

Chapter 11 of the NPPF concerns the long term vitality of town centres; planning decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

Chapter 12 of the NPPF relates to the achievement of well-designed places. Fundamentally, the creation of high-quality buildings and places is a key aspect of sustainable development.

South East Lincolnshire Local Plan (2019)

Policy 2 'Development Management' states that proposals requiring planning permission for development will be permitted provided that sustainable development considerations are met, specifically in relation to scale, layout and impact on the character and appearance of the area, along with the quality of design. Further considerations include access and the impact upon neighbouring land uses in terms of disturbance and visual intrusion.

Policy 3 'Design of New Development' confirms that all new development will create distinctive places through the use of high quality design. The policy states that development proposals should avoid visual intrusion and maintain residential amenity. Proposals are also expected to ensure that public spaces are accessible to all.

Policy 25 'Supporting the Vitality and Viability of Boston and Spalding Town Centres' states that the Council will support proposals which enhance existing sites in town centre locations.

Application Proposals

The application proposals are minor in scale and comprise a series of the necessary external alterations to facilitate future occupation. The application proposals are summarised below:

- Altering the shop front; removing one set of bi parting doors and installing a window to match the adjacent window;
- Removal of 6.no first-floor windows to the rear elevation and infilling with matching masonry;
- Removal of the existing ground floor rear shutter to be replaced by a set of double steel doors;
- Replacement steel doors on the rear elevation.
- The existing shopfront window closest to Unit 2 is to be removed and infilled with matching masonry, which will be slightly inset to match the existing appearance.

Planning Assessment

Principle of Development

National and local policies place great weight on the need to support the town centres and maintain economic productivity, considering both local business needs and promoting opportunities for development. In this instance, the proposed development seeks minor alterations to allow the continued viable use of an existing retail unit in Spalding town centre. It is considered that the principle of development is established.

Design & Appearance

Careful consideration has been applied to the design of the proposed external alterations to the unit; the utilisation of high-quality materials ensures a contemporary finish. The rear windows will be infilled with masonry to match the existing facade of the building and is therefore in keeping with the existing character of the brick-built retail units that comprise Holland Market, in accordance with **Policy 2** of the adopted South East Lincolnshire Local Plan (2019). Likewise, the entranceway that will be replaced with a shopfront window which is a like for like design to existing windows on the frontage, providing a uniform design. It is considered that the proposed alterations will improve the visual quality of the host building, to betterment of the commercial setting of the Spalding town centre, in accordance with **Policy 25** of the adopted South East Lincolnshire Local Plan (2019).

Amenity

Due to the limited scale of the proposals, it is not considered that there will be any detrimental impact on surrounding amenity. The removal of the windows to the rear of the building will cease any visual intrusion onto properties facing the application site on Swan Street.

Accessibility

The application proposals include the removal of one of two entrances on the frontage of the building, to be replaced with a new shopfront window. This element of the proposals will not restrict accessibility as an entranceway will be maintained on the frontage of the building. Accordingly, the application proposals will maintain level access into the unit, in line with **Policy 3** of the adopted South East Lincolnshire Local Plan (2019).

Conclusion

In the light of the above, it is considered that the application proposals are acceptable in terms of planning policy. Accordingly, we respectfully request that the application is approved without delay. I trust you have sufficient information to enable a positive determination of the application, and we look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information please do not hesitate to contact me.

Yours faithfully



ADAM BUNN
Senior Associate Planner

For and on behalf of Firstplan, April 2025

Enc.