Our Ref: JWID2297/L014

12 April 2018

Planning Department
South Holland District Council
Priory Road
Spalding
Lincolnshire
PE11 2XE

FAO Mr R Fiddler

Dear Sir

SPRINGFIELDS OUTLET SHOPPING AND FESTIVAL GARDENS
SPALDING, PE12 6EU –
PLANNING PORTAL REF: PP-06890700

CONSENT TO DISPLAY THREE ADVERTISEMENTS ALONGSIDE THE A16 ROAD.

On behalf of our client UBS Triton Properly Fund and SLR Outlets, we hereby enclose an application to display three advertisements at Springfields Outlet shopping and Festival Gardens, alongside the A16.

Springfields is located on the north eastern side of Spalding and is accessed from the A151 via the A16, the latter of which forms the eastern boundary of the site. The existing embankment and mature landscaping screens views of the site from the A16. Metal fencing, one metre high runs in sections between built up areas of the embankment. Within each section the metal fence extends to 24m. Temporary signage banners are currently attached to the metal fencing. This application seeks to formalise and visually enhance the signage in this location alongside the A16.

The application proposes three new signs to replace the existing temporary banners that are in situ. The proposed signs would comprise a PVC fascia on aluminium housing and would be back lit to provide suitable reach to passing motorists.

As referred to above, each section of metal fencing on the embankment extends to 24 metres and is 1 metre high. The proposed adverts would have a width of 16 metres and would be fixed centrally onto the metal fencing section. Each of the proposed signs would be 1m high from ground level, with a maximum lettering height of 1m. The signs would advertise Springfields and the associated leisure and conference facilities.

It is considered that the application proposal is consistent with the principles of sustainable development in accordance with NPPF and Policy SG1 of the South Holland Local Plan. The

proposed signage represents investment in the site and will have economic benefits by improving the reach of Springfields to passing motorists. The proposed signs will provide a positive visual contribution to the site by formalising and enhancing the signage along the A16.

Having regard to the above we consider that the proposals would not give rise to material harm and the application should be granted.

The application is accompanied by the following documents:

- Application Form
- This Letter
- Site Location Plan
- Proposed signage plan elevation
- Visual showing the proposed signs
- Lumen calculation
- Sign Fascia and aluminium housing section details

We trust this cover letter and enclosed information is sufficient for the application to be validated and sent out to consultation.

Should you require any further information at this stage, please do not hesitate to contact me.

Yours sincerely

Rachael Martin

Rachael Martin BA (Hons) DIP TP MRTPI
Associate

Enc - As detailed above