DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0386-22**	**Applicant:**	**The Royal Bank of Scotland plc**
Proposal:	Proposed signage and replacement ATM surround		
Location:	21-23 Market Place Spalding		
Terminal Date:	2nd June 2022		

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 2021

Sections 12 and 16 of the National Planning Policy Framework (2021)

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

This Advertisement consent application is for the proposed new signage and replacement ATM fascia at 21-23 Market Place, Spalding.

The proposed signage is much the same as the extant arrangements. However, at the front the proposed signage replaces the front fascia and projecting signs with similarly internally illuminated, updated replacements, as well as an updated vinyl sign above the front door, and updated opening times signage.

On the side (Eastern) elevation, another fascia and projecting sign (internally illuminated as existing) with updated font and logo are to be installed with a new ATM fascia bearing the updated version of the company logo - internally illuminated (as is also currently the case).

Site Description

21-23 Market Place is not listed, however it is within a highly central position in the Spalding Conservation Area (SCA), within visual range of a wide variety of listed buildings and views which are crucially important to the general character of the SCA.

The building itself is a C19th large commercial property. Whilst it is not listed nor considered a 'building of local heritage', it is fair to assess it as being a non-designated heritage asset due to it's visual character and large contribution to the setting of the conservation area. The building itself is noted for its distinctive Georgian features, including mock brick columns, carved stone parapet roof walls, large, Georgian timber windows and a ground floor faced with carved stone.

The wider setting is characterised by the wide, open market place, flanked with C19th and C20th commercial development.

History

H16-1440-06

Flag pole signs. Refused on 28-12-06

H16-0157-07

Flag pole signs. Refused on 28-03-07

H16-0788-12

Proposed illuminated ATM surround (retrospective). Approved on 19-11-12

H16-0757-14

Proposed signage. Approved on 05-11-14

H16-0699-15

Proposed one internally suspended chevron advertisement and two AO light pocket advertisements. Approved on 21-09-15

H16-1154-21

Proposed new access ramp and steps. Approved on 17-03-22.

Consultation Responses

Lincolnshire County Council as Lead Local Flood and Highways Authority

No objections

Planning Considerations

Heritage Impact

Whilst the proposed signage is internally illuminated which is generally not considered acceptable in Conservation Area settings, the signage which is extant at the site is already internally illuminated and so it can be said that this proposal makes no additional or new negative impacts upon the conservation area. Furthermore, the proposed signage is only marginally different in style and appearance to that which it replaces and retains the same NatWest colourway. Therfore, the visual alteration to the site as proposed by this application is close to negligible.

For the above reasons, the Local Planning Authority considers this proposal to help to conserve the historic environment by virtue of it's near total lack of a visual impact upon the conservation area or the host property, due to the minimal proposed alterations.

Planning Balance

Whilst it can be argued that internal illumination is an inappropriate form of lighting in the conservation area, this property is already serviced by such illumination methods and has been for some time. The minimal alterations proposed by this application mean that when combined with the fact that internal illumination is already established at these premises, the visual qualities of the site shall only be altered in a less-than-significant manner, meaning that by virtue of a lack of considerable impact, the proposal is acceptable as a inert preservation of the character of the area and specific site.

Conclusion

For the reasons listed above, the Local Planning Authority considers this application to be in accordance with Policies 1, 2, 3 and 29 of the South East Lincolnshire Local Plan (2019) as well as Sections 12 and 16 of the National Planning Policy Framework (2021). Therefore, this application is recommended for approval.

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.