DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0563-22**	**Applicant:**	**Sign Design Services Ltd.**
Proposal:	Internal Shop Alterations & New Front Sign		
Location:	14 Market Place Spalding		
Terminal Date:	29th September 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

CASE OFFICER ASSESSMENT

Proposal

This listed building consent application is for a new frontage sign and internal shop alterations at 14 Market Place, Spalding.

The proposal includes the fitting of a new signage board placed within the existing pilaster details. the Signage would read 'The ShoPPE' in 5mm raised acrylic. Smaller taster text and logos will be printed in much smaller print directly onto the baseboard.

The proposed internal alteration is for the removal of a non-original interior window to be replaced with a door to create a changing room with the addition of a small section of stud wall.

There are also plans to remove a staircase in the rear outbuilding. However this structure does not form a part of the listing for 14 Market Place.

Site Description

14 Market Place is a Grade II listed commercial property, described like so by Historic England:

"Early-mid C19. 3 storeys in painted brick with rusticated quoins. Blocking course on carved brackets and dentil cornice. 2 windows in shouldered surrounds with pediments to 1st floor and small balconies on brackets to top floor. Band between storeys. 1st floor has 2 windows with modillion pediments and shouldered surrounds. Modern shop front.

The property is adjacent to a number of similarly Grade II listed buildings; 12, 12 Market Place, as well as the Lloyds Bank, Red Lion Hotel, White Hart and the Natwest Bank are all listed to a Grade II level and within very close visual range. The area in general is characterised by a mix of commercial properties and is the main shopping area of the Spalding Conservation Area.

History

H16-0545-12

Proposed signage and internal works. Approved on 11-09-12

H16-0532-12

Non-illuminated fascia sign. Approved on 21-08-12

H16-1196-08

Details submitted relating to Conditions 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 of H16/0709/08. Approved on 06-05-09

H16-1197-08

Details submitted relating to Conditions 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 of H16/0708/08. Approved on 06-05-09

H16-0708-08

Proposed new shop front and repair of external fabric. Approved on 12-08-08

H16-0709-08

Proposed new shop front and repair of external fabric. Approved on 12-08-08

H16-0908-07

Illuminated fascia sign. Refused on 20-08-07

H16-0910-07

Internal alterations and new shop front. Refused on 29-08-07

H16-0909-07

Internal alterations and new shop front. Refused on 29-08-07

H16-0485-94

Method of shutter installation to shop front. Approved on 30-09-94

H16-0845-93

Installation of security roller shutters. Refused on 01-11-93, Appeal allowed on 20-03-94

H16-0845-93

Installation of security roller shutters. Refused on 01-11-93, Appeal allowed on 30-03-94

Consultation Responses

None received

Planning Considerations

Heritage Impact

The Local Planning Authority considers that there is no risk to the value or significance of the heritage asset or the surrounding historic environment. The proposed signage is of appropriate materials and, as is a standard in the conservation area, makes use of 5mm elevated lettering without any illumination. The proposed styling and colour scheme are heritage-appropriate and are largely akin to much of the signage featured within the historic Conservation Area setting. The proposed signage does fit within the pilaster detailing of the original shop front and the existing burglar alarm is intended to remain in its current position above the left hand side pilaster detail.

The proposed internal alterations are extremely minor, and do not impact upon any valued or original materials or features and importantly will make use of stud walling which would be fully reversible if required.

For the reasons listed above, the compliant nature of the proposed design and the minimal impact upon original material and character mean that this proposal would not bear a substantive impact upon the character of the property and therefore, in accordance with the requirements of S16 of the NPPF(2021) it should be said that this proposal assists in conserving the historic environment.

Conclusion

For the reasons listed above, this application is considered 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.