DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0593-21**	**Applicant:**	**Sue Ryder**
Proposal:	Proposed Signage		
Location:	Sue Ryder Care 21 The Crescent And 1 Priory Road Spalding		
Terminal Date:	27th July 2021		

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 2019

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
SPALDING & DISTRICT CIVIC SOCIETY	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

The proposal is for a new unit of signage at Sue Ryder Care, 21 The Crescent / 1 Priory Road.

The new signage would come in 4 fascia panels, to cover the 3 facing angles and the signage space above the Priory Road entrance, and come manufactured in aluminium with printed text

reading 'Incredible Care in Your Community' 'Sue Ryder' and 'Thorpe Hall Hospice'. The signage would be in the Sue Ryder corporate colours - Blue (2 shades) and white with Magenta accents.

A small vinyl sticker is proposed to be applied to the top left hand corner of the Priory Road glazing panel. This would be in the darker blue shade and would read in white text 'Incredible Care in Your Community'

Site Description

The Sue Ryder book store is a very heavily altered late C19th - Early C20th commercial property which sits on the corner of Priory Road and the Crescent. The Crescent is a highly prominent part of the Conservation Area for Spalding (SCA). The site already contains Sue Ryder corporate signage.

History

H16-0955-12

Two fascia signs. Approved on 10-04-13

Consultation Responses

Lincolnshire County Council Lead Local Highways and Flood Authority

No objections.

Spalding and District Civic Society

Notes that the condition of H16-0955-12 regarding proposed mouldings was never discharged. The application should be considered on any merits in enhancing the amenity of the area in accordance with local and national guidance.

Planning Considerations

Comments of the Civic Society

The comments of the Spalding and District Society are noted, however, with regards the condition of the previously approved application, this is a separate, distinct application and must be considered of its own merits and that application was never progressed to commencement. Details of mouldings were requested when the proposed signage material was timber - this is a material change over what has been presented in this application.

Heritage Impact

The Local Planning Authority considers there to be no risk to the visual qualities of the conservation area presented by this application. The extant signage is in a poor condition and has been as such for a lengthy period. The proposed signage is of metal construction, and similar to several signage units nearby. Aluminium / metal is considered to be a 'traditional' material for sign making and whilst moulding would have been appropriate and even preferable, its inclusion would be at odds with the metal construction of the signage. By improving the tired appearance of the frontage of Sue Ryder, this proposal should help to freshen this portion of the Conservation Area, helping to conserve it in a maintained state. Making a marked improvement over the rather ad-hoc in appearance signage which is currently present.

Planning balance

Whilst the inclusion of moulding would have been preferable in a SCA setting, the proposed metal construction of the signage is considered to be a vernacular type and at odds with a requirement for timber mouldings. Furthermore, direct application vinyl is not generally considered appropriate to a CA setting, however, in this instance it is only a single small logo and does not cover a significant portion of any glazing.

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)

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.