DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0674-19**	**Applicant:**	**Vodafone UK**
Proposal:	Proposed fascia sign, projecting sign, digital media screen and pavement swing sign		
Location:	17 - 18 Market Place Spalding		
Terminal Date:	3rd September 2019		

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

Section 12 - Achieving well-designed places
Section 16 - Conserving and enhancing the historic environment

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

The proposal is for the installation of a fascia sign, projecting sign, a digital media screen to be displayed within 1 metre of the shop frontage and a pavement swing sign to be placed outside of the shop.

The fascia sign element of the proposals is for a red RAL 3020 sign bearing the word 'Vodafone' and the Vodafone logo, both in contrasting opal 030 (white), applied using 15mm acrylic, featuring

vinyl graphics. The sign will be 4.46m in width and 0.62m in height. The sign is proposed to be internally illuminated.

The projecting sign follows the same colour scheme as the fascia sign, with a red background and white logo. The sign will be internally illuminated.

An LCD screen is proposed within the window frontage of the commercial premises. The screen would be on the eastern side of the property, and would be internally mounted, set back from the window, but within 1m of the shop front. It is proposed that this screen will be used to display promotional offers.

It is also proposed that there be a swing sign positioned outside of the commercial frontage during opening hours. The frame of the sign will be made of aluminium, powder coated in a red colour, with transparent acrylic sections for the placement of promotional posters and advertisements.

Site Description

The site, 17-18 Market Place, Spalding, occupies a location of prime importance to the Spalding Conservation Area (SCA). Being in the historic market place area of Spalding places it in possibly the most important area of the entire SCA. The immediate area is characterised by commercial properties of varying ages and design. The nearby shop frontages offer a variety of signage styles, including many brightly coloured, and illuminated signs. Projecting signs are a common feature of the area.

In addition, the site is within close proximity of a number of Grade II and Grade II* listed buildings, the most prevalent of which being the neighbouring Red Lion Hotel (Grade II* Listed) and the White Hart Hotel (Grade II* Listed)

History

H16-1069-18 - Proposed Signage (approved on 6/12/18)

Consultation Responses

Lincolnshire County Council Highways Authority and Lead Local Flood Authority

No Objections.

Planning Considerations

Design and Layout

The Local Planning Authority seeks no amendments to either the Design or Layout. This is because the proposed signage does not represent an over proliferation of signage in the area and merely replaces the existing signage of the now vacated business. The proposed signage appears to be in keeping with the general signage style of the area and it is not considered that the illumination of the signs and LCD screen will detract significantly from the area's appeal.

With regard specifically to the proposed LCD screen in the frontage window, it is considered that this will not detract from the qualities of the area, as several nearby commercial properties already feature illuminated window advertisements or illuminated bank machines mounted within frontage windows.

With consideration to the proposed unfixed swing sign, it is not deemed that this will have any significant visual impact upon the area. Several nearby commercial properties currently utilise similar signs. It is proposed that the sign will only be deployed during normal business/opening hours. When the store would be closed, the sign would be stored off the street, out of the public realm, mitigating any unnecessary visual impact on the area.

For the above reasons, it is felt that the proposals are in Policy 3 (Design of New Development) of the South East Lincolnshire Local Plan (2019) and also that, in line with Section 12, paragraph 132 of the National Planning Policy Framework (2019) (which outlines that poor design of advertisement can harm the character and quality of an area), the proposals are of an appropriate enough design to avoid damage to the visual amenity of its immediate area.

Heritage Impact

It is the opinion of the Local Planning Authority that there are no significant negative impacts upon the Spalding Conservation Area (SCA) or neighbouring listed properties proposed within the submitted plans.

The applicant proposed the use of traditional sign making materials and/or styles (Alluminium backing with 15mm raised acrylic lettering and vinyl applied) which improves its keeping with the SCA. Additionally, whilst the colouring of the proposed signage is bright and vibrant, this is not unusual in this largely commercial area of the town, with many nearby commercial properties using similar colour schemes. This, coupled with the fact that the proposed signage is fairly modest in scale and design, means that it cannot be argued that the proposals represent an over-proliferation of signage in the area which is damaging to the character and/or appearance of the SCA or nearby listed buildings

For the reasons listed above, the proposals must be considered to help towards preserving the qualities of the SCA and nearby listed properties.

Conclusion

For the above reasons, it is considered that the proposals are compliant with policies 1, 2, 3 and 29 of the South East Lincolnshire Local Plan (2019) and Sections 12 and 16 of the National Planning Policy Framework (2019). It is therefore recommended that the application be approved.

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.