London
Magdalen House
148 Tooley Street
London SE1 2TU
020 7357 8000

Harrogate
Suite 19, 1 Cardale Park
Beckwith Head Road
Harrogate HG3 1RY
01423 502115

Bristol
13-14 Orchard Street
Bristol
BS1 5EH
0117 214 1820

South Holland District Council
Council Offices
Priory Road
Spalding
Lincolnshire, PE11 2XE

13 July 2022

Our Ref: 21/6082

Dear Sir / Madam

32-33 Hall Place, Spalding, PE11 1SG – Advertisement consent

This planning application seeks advertisement consent for the installation of externally illuminated signage at 32-33 Hall Place, Spalding, PE11 1SG.

The display of advertisements is subject to a separate consent process within the planning system. Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development[1].

This application follows the recently-allowed appeal (appeal reference: APP/A2525/H/21/3285049) at the site above, allowing the applicant – Merkur Slots Ltd – to operate from the premises.

The comments and observations made by the Inspector has directly informed the revised plans and we are hopeful of a positive outcome.

Site and Surrounding Area

The application site is situated on the north side of Hall Place and comprises the ground floor and first floor commercial unit (former Dorothy Perkins), within a three-storey mid terrace property. The site fronts on to Hall Place and is surrounded by several national retailers including Boots, Superdrug, W H Smiths, Greggs, Vision Express, Barclays, Card Factory and Spec Savers. The site is in the Primary Shopping Area (PSA) of Spalding town centre and forms part of the PSF. The site also falls within Spalding Conservation Area. Prominent uses in the centre comprise retail operators, although there are a mix of other uses including banks, pubs, restaurants, and cafes. Of which, there is a wide range of advertisements and colour schemes present.

In terms of existing signage, policy 29 does not make any reference to materials and a preferred type of material that should be incorporated into proposals. Surrounding operators such as Nationwide, Vision Express and Superdrug have had signage schemes approved comprising aluminium.

[1] PPG Paragraph: 001 Reference ID: 18b-001-20140306

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey
Phil Marsden | Sam Deegan

Associates
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

www.planningpotential.co.uk info@planningpotential.co.uk
Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

Background

Advertisement Consent was refused (planning ref: H16-0790-21) on 7 September 2021. One reason for refusal was provided, namely:

1. The impact of the proposals upon the Spalding Conservation Area is deemed to be unacceptable. This is due to the scale, colour and design of the proposed signage that would not be in keeping nor sympathetic to the Spalding Conservation Area. The proposal for a set of starkly coloured, large (relative to other, nearby signage styles), branded signs would dominate the important Hall Place area of Spalding Town Centre and Spalding Conservation Area within which the proposed signage would sit. In addition, the hanging sign is proposed to be installed above, rather than alongside the fascia, which would result in a high level internally illuminated sign, out of character with this part of the Spalding Conservation Area. Looking at the signage as a package of works, the signage would impact heavily upon various views of and from important elements of Spalding Conservation Area such longer views of the site from the surrounding shopping area and of hall place itself, which is a characterful element of the SCA in its own right. For the reason the proposals are considered to be contrary to Policies 2, 3 and 29 of the South East Lincolnshire Local Plan (2019) and the guidelines of the National Planning Policy Framework 2021.

This refusal, alongside the change of use refusal, was appealed by Merkur Slots Ltd. Disappointingly, the appeal relating to advertisement consent was dismissed by an Inspector. Positively, the decision included invaluable observations and recommendations. These have been heeded and as a result, the advertisement proposals have evolved.

Dismissed appeal

The following observations were made by the Inspector in respect of the dismissed advertisement appeal:

- **"Nearby shopfronts include a range of advertisement styles."**
- **"The fascia sign would be wide with a poor relationship with the form of the shopfront."**
- **"The proposed text includes a relatively large font which, when combined with the company logo, would be substantially larger than lettering of many local signs, drawing undue attention to the text."**
- **"The proposed internally illuminated projecting sign would be displayed alongside a first-floor window above the height of the fascia sign. This would be higher than most local examples."**
- **"Consequently, the proposed advertisement would harm the amenity of the local area and would fail to preserve or enhance the character or appearance of the conservation area."**

These comments have been taken forward as part of this resubmission.

Proposals

The proposals seek to install new signage at the ground level only, which will be occupied as 'Merkur Slots.' The proposals for 32-33 Hall Place are fully annotated on the submitted drawings. The site is located within the Spalding Conservation Area, and Policy 29 states that proposals should preserve and not affect views in and out of the conservation area. Within the Spalding Conservation Area Appraisal, the application site is not specifically mentioned but Hall Place is referred as one of the streets that forms part of the Historic Commercial Area.

The proposed signage installations are proportionate to the scale of the unit and will return an active frontage to the front of the building, which is beneficial to its continued viability.

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey
Phil Marsden | Sam Deegan

Associates
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

The proposals seek to install new signage at the ground level only and the proposals are fully annotated on the submitted drawings.

The proposed signage associated with the AGC comprises of individual affixed 'Merkur' and 'Slots' letters, alongside a sun logo on the back of a fascia, which will be prepared and decorated to match RAL 9005 Sating Black. The lettering will be externally illuminated, as will the sun logo, through trough lighting. The letters will be 177mm high, while the sun has also been reduced, which represents a reduction compared to the initial scheme. Further, the width of the fascia has been significantly reduced and the facia is now more in keeping with the existing context.

The proposed hanging sign will be externally illuminated, again through trough lighting and the projecting sign is now at the same level as the fascia sign.

The refused application sought internally illuminated signage and the Officer's Report attached to the refusal recommended externally illuminated signage. This was reinforced in the appeal decision with the Inspector's nod to the site's surroundings.

Overall, the signage will have no impact on residential or neighbouring amenity and is located in a position that will not cause undue harm on public safety, therefore compliant with Paragraph 132 of the NPPF (July 2021).

The signage will safeguard and enhance the legibility, safety and security of the pedestrian environment and it is evident that the introduction of new illuminated signage has been long established within this part of the city centre.

The proposed adverts fully accord with local policy, resulting in no harm to surrounding residents, amenity or highway safety. The adverts have been well designed and are sympathetic to the commercial context of the site, making positive alterations to a presently disused shop front. On this basis the design of the signage proposals is acceptable and consistent with other premises across the town centre

Conservation Area

Spalding Conservation Area was designated in 1970 and was extended in 1975. Within the Conservation Area, there are four distinctive character areas, one of which includes Hall Place and this is known as the Historic Commercial Centre. The Conservation Area Appraisal identifies Hall Place as a triangular open space which is enclosed by a line of development. Several of the buildings were built post war. Hall place leads on from Market Place, whereby buildings of varying ages and designs including Georgian frontages (early, mid and late) and some very high-quality Georgian buildings.

The application site is located fairly central in Hall Place PSF and the Spalding Conservation Area, whereby an array of signage schemes and colours have long been established.

Summary

The Advertisement Regulations [regulation 3] requires that local planning authorities control the display of adverts in the interests of amenity and public safety taking into account the provisions of the development plan, in so far as they are material and any other relevant factors. It has been demonstrated that the proposed advertisement accords with both national and local policy, with no impact on, visual amenity or public and/ or highway safety. Nor does it conflict with any other policies in the plan. Importantly, the revised scheme has been directly informed by both the Officer's Report attached to the refusal as well as the recent appeal decision.

It is respectfully requested that advertisement consent is granted.

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey
Phil Marsden | Sam Deegan

Associates
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert

www.planningpotential.co.uk info@planningpotential.co.uk
Planning Potential is a Limited Company registered in England No. 5419507 | Registered Office: 35 Ballards Lane, London N3 1XW

Application Package

In addition to this covering letter, we enclose the following documents:

- Location plan
- Proposed elevations
- Proposed site plan
- Application Forms and Certificates, signed and dated

The planning application fee has been paid via planning portal.

We trust that the application can be now validated, and await confirmation of this. Should you have any queries, please do not hesitate to contact me.

Yours faithfully



Will Rogers

Senior Planner

Planning Potential

Managing Director
Helen Cuthbert

Directors
Stuart Slatter | Claire Temple | Alastair Close
Dan Templeton | Elliot Jones | Katie Turvey

Consultant
Lorna Byrne

Associate Directors
Heather Vickers | Alan Williams | Sally Arnold | Paul Galgey
Phil Marsden | Sam Deegan

Associates
Rob Scadding | Penny Moss | Niall Hanrahan | Charlotte Perry
Charlotte Hunter | Grace Mollart | Charlotte Ryan-Elliott | Jamie Pert