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Priory Road
Spalding
Lincolnshire
PE11 2XE
Admin 01775 764725
DC Officers 01775 764703

planningadvice@sholland.gov.uk
www.sholland.gov.uk

Churley & Associates
70 Castellan Avenue
Gidea Park
Romford
RM2 6EJ

TOWN AND COUNTRY PLANNING ACT 1990

Town and Country Planning (Control of Advertisements) Regulations 2007

ADVERTISEMENT

Reference:	H16-0723-26	**Date of Decision:**	18th September 2026
Applicant:	Ms K Pakkiyatnathar 25 New Road Spalding Lincolnshire PE11 1DQ		
Location:	25 New Road Spalding		
Description:	Signage with Associated Lighting - Retrospective		

South Holland District Council, in pursuance of their powers under the said legislation, hereby give notice that CONSENT HAS BEEN REFUSED for the display of advertisement(s), for the following reason(s):

1 Policy HE5 of the National Planning Policy Framework, 2026 states:
"Development proposals affecting heritage assets should be accompanied by an assessment of the significance of the assets affected (including any contribution made by their setting) and of the potential effect of the proposal on their significance. The level of detail should be proportionate to the assets' importance and no more than is necessary to understand the potential effect of the proposal on their significance. The relevant historic environment record should be referred to in making this assessment, and appropriate expertise employed where necessary".

It is not considered that the detail provided within the submitted Heritage Impact Assessment or associated documents is proportionate to the asset's importance, and would fail to enable a proper understanding of the potential effects of the proposal on the asset. No information on the method of securing signage, the fixing of the lighting, the

paintwork used, amongst other matters has been provided, preventing a proper understanding of the implications of the proposal.

As such, it is considered that the proposal would fail to meet the requirements of HE5 of the National Planning Policy Framework, 2026.

2 The proposal is considered to represent the introduction of an anachronistic and incongruous feature, which would harm the appreciation of the listed building. The materials, scale and overall design of the proposed signage is considered to be at odds with the historic character of the building, and fail to respond to the traditional appearance of the asset. Moreover, the lights would result in unacceptable visual clutter, which would detract from the appearance of the asset, whilst also producing an unduly dominant and inappropriate external lighting scheme.

No significant benefits have been identified as a result of this application. Therefore, in line with the provisions of Policies HE5 and HE6 of the National Planning Policy Framework, 2026, it is considered that the harm to the heritage asset would not be outweighed by the public benefits arising from the development.

In any event, regardless of the extent of harm, Policy 29 of the South East Lincolnshire Local Plan, 2019, would require all proposals to preserve or enhance the character and appearance of listed buildings; and therefore, there would be direct conflict with the development plan arising from this proposal.

Therefore, the proposal is considered to be contrary to the Policies 2, 3 and 29 of the South East Lincolnshire Local Plan, 2019, Sections 14 and 20 of the National Planning Policy Framework, 2026 and Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Notes:

The Local Planning Authority has acted positively and proactively in determining this application by assessing it against all material considerations, including national guidance, planning policies and representations that have been received during the public consultation exercise. However, the issues are so fundamental to the proposal, due to the harm which has been clearly identified within the reason(s) for the refusal, that approval has not been possible.

This decision notice, the relevant accompanying report and the determined plans can be viewed online at http://planning.sholland.gov.uk/OcellaWeb/planningSearch

The determined plans are:

-Application Form
-P8240/1 - Location Plan
-P8240/2 - Block Plan
-Heritage, Design & Access Statement & Heritage Impact Statement, produced by Churley and Associates, dated July 2026



Phil Norman
Assistant Director - Planning and Strategic Infrastructure
South Holland District Council

RIGHTS OF APPEAL

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse permission for the proposed development or grant consent subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990 or Section 20 of the Planning (Listed Building and Conservation Areas) Act 1990.

Timescales for appealing

The deadlines for appeals are calculated from the **date of decision** and are as follows for the types of applications below:

12 Weeks	6 Months	8 Weeks
Householder Applications	Planning Permission	Consent to Display Adverts
Minor Commercial Development	Listed Building Consent	
Agricultural Determinations	Other Prior Approval Applications	
Householder Prior Approval Applications		

https://www.gov.uk/appeal-householder-planning-decision

https://www.gov.uk/appeal-planning-decision

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planning inspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

Enforcement Notices

If an enforcement notice was served prior to the planning application being determined then the deadline for appealing is 28 days from the date of the **planning refusal**.

If an enforcement notice is served after the planning application is determined then the deadline for appealing is 28 days from the date of the **enforcement notice** OR **the timescales stated above for each application type** from the date of the planning refusal - whichever is sooner.

Appeals can be made online at: **https://appeal-planning-decision.service.gov.uk/before-you-start**. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in

giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the Local Planning Authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under the order.

Purchase Notices

If either the Local Planning Authority or the Secretary of State refuses permission to develop land or grant it subject to conditions the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor can he render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.

In these circumstances the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of the Part VI of the Town and Country Planning Act 1990 or Section 32 of the Planning (Listed Building and Conservation Areas) Act 1990.

Compensation

In certain circumstances compensation may be claimed from the Local Planning Authority if permission is refused or granted subject to conditions by the Secretary of State on appeal or on reference of the application to him.

These circumstances are set out in Section 114 and related provisions of the Town and Country Planning Act 1990 and Section 27 of the Planning (Listed Building and Conservation Areas) Act 1990.