

DECISION DELEGATED TO HEAD OF PLANNING

Application No: H16-0929-22 **Applicant:** Specsavers Optical Stores

Proposal: Proposed Signage

Location: 31 Hall Place Spalding

Terminal Date: 9th December 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
HIGHWAYS & SUDS SUPPORT	0	0	0	1
SPALDING & DISTRICT CIVIC SOCIETY	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

This advertisement consent application is for the erection of new proposed signage at Specsavers, 31 Hall Place, Spalding.

The proposed signage consists of:

- A 8.895m x 0.75m Aluminium Fascia sign with 30mm raised acrylic lettering featuring the Specsavers logo and reading 'Caring for your sight and hearing'. To be externally illuminated by means of a downcasting trough light.
- A 500mm x 500mm double sided aluminium hanging sign with edge moulding. Sign features the Specsavers logo finished in applied acrylic. The sign is proposed to be externally illuminated by means of a downcasting trough light.

Site Description

31 Hall Place is situated within the town centre of Spalding, which forms a principle section of the Spalding Conservation Area. The property itself is an unremarkable post-war commercial property which already features Specsavers corporate design. The wider setting of the site is characterised by the town centre public space and the structures in the immediate setting at all C18th-C20th commercial development up to a height of 3 stories.

History

None relevant

Consultation Responses

Lincolnshire County Council Lead Local Flood and Highways Authority

Wishes to raise no objection to the proposal but reminds the applicant that permission for the hanging sign is also subject to them obtaining an Oversail Licence from the County Council.

Civic Society

Questions whether the corrugated/profiled cladding should be retained and covered by the proposed aluminium baseboard, or whether it would be more suitable to remove it entirely.

Planning Considerations

Heritage / Townscape Impact

The Local Planning Authority does not believe there to be harm proposed to the value or significance of the Spalding Conservation Area as a heritage asset or the wider townscape.

The proposed signage is of an appropriate set of materials, with raised lettering in acrylic which is considered to be an acceptable form of signwriting in the conservation area setting. The colour scheme consists of colours appropriate to the setting also, and is identical to the extant corporate signage at the site. The addition of a hanging sign is also a positive alteration. Following an amendment, the applicant has committed to the use of external lighting rather than internal illumination, which is, again, much more acceptable and matches that which is used currently.

The Civic Society has raised a concern asking to consider whether the profiled cladding which is to be covered by the proposed signage ought to be removed rather than covered. The covering of the profiled material is not considered to be a negative impact upon the setting and the additional profile of the proposed signage is not considered a material detractor from the arguments for the proposal and therefore is not a sufficient basis upon which to require an amendment or refuse permission.

The signage which is currently in position, whilst acceptable, is awkwardly small within the fascia of the property. This alteration will fill out much more of the original fascia and appear much less incongruous or unfitting within its setting. For this reason, as well as those listed above, this application is deemed to assist in enhancing the historic environment in accordance with S16 of the NPPF.

Conclusion

for the reasons listed above, this application is deemed to be in accordance with Policies 1, 2, 3 and 29 of the SELLP as well as Sections 12 and 16 of the NPPF. 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.