DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0938-20**	**Applicant:**	**Pygott & Crone**
Proposal:	Proposed Signage		
Location:	10 Bridge Street Spalding		
Terminal Date:	23rd December 2020		

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

NPPF 2019.

Representations:

	Object	Support	No Obj.	Comments
WARD MEMBER	0	0	0	0

CASE OFFICER ASSESSMENT

Proposal

This Listed Building Consent application is for new signage at 10 Bridge Street (Pygott & Crone) Spalding. The proposal seeks to install a new aluminium fascia board (4.652m (W) x 0.719m (H)) finished in C0 M95 Y79 K0 (RED) featuring white raised acrylic lettering reading PYGOTT & CRONE, and a 0.675m (W) x 0.719m (H) projecting sign also with cut vinyl lettering reading the same. Both signs are unilluminated, save for the fascia board which will be illuminated externally, using a top mounted down casting light strip.

It is also proposed to paint the timber pilaster surrounds and cornice details in black / dark grey (RAL 7015).

Site Description

10 Bridge Street is a grade II listed building, described by Historic England like so:

"Early C18. 3 storeys in painted brick with wide stone band between top and 1st floors and narrow band at cills on 1st floor. 2 windows to top floor and 2 to 1st. moulded stone surrounds, centre has shouldered surround and moulded pediment Good moulded cornice and stone-capped parapet. Modern shop front"

The property sits in a highly prominent riverside and town centre portion of the Conservation Area which acts as one of the town's main focal points and. Within close visual proximity are a number of further Grade II listed structures. Naturally, this portion of the Conservation Area is characterised almost exclusively with C18th and 19th commercial development with a small amount of later such development included, most notably, the South Holland Centre - one of the town's most iconic buildings - being within extremely close proximity to this site.

History

H16-0844-05

Alterations to extend shop front. Approved on 03-10-05.

H16-0843-05

Alterations to extend shop front. Approved on 03-10-05.

H16-0885-06

Change of use from Amusement Centre (sui generis) to Estate Agents, Surveyors and Financial Services (Class Use A2). Approved on 18-08-06.

H16-1393-06

Fascia sign to front of premises only. Approved on 12-01-07

H16-1392-06

Construct advertisement fascias to front and side. Refused on 12-01-07

H16-0350-07

Illuminated fascia sign (retrospective). Approved on 15-05-07.

H16-0349-07

Illuminated fascia sign (retrospective). Approved on 15-05-07.

H16-0379-07

Shop front and side extensions. Refused on 17-05-07

H16-0378-07

Shop front and side extensions. Refused on 17-05-07

H16-0377-07

Re-instatement of timber vertical sash windows in upper storeys and repainting of front elevation. Approved on 29-08-07.

H16-0376-07

Re-instatement of windows and repainting of front elevation. Approved on 29-08-07

H16-0375-07

Reinstatement of staircase following unauthorised removal, external & internal refurbishment and re-organisation of internal accommodation to upper floors. Refused on 17-05-07.

H16-0896-07

Re-positioning of existing air conditioning units. Approved on 21-08-07.

H16-0895-07

Re-positioning of existing air conditioning units. Approved on 21-08-07.

H16-0928-07

Proposed shop front and side extension. Approved on 31-08-07.

H16-0927-07

Proposed shop front and side extension. Approved on 31-08-07.

H16-0983-07

External and internal refurbishment and re-organisation of internal accommodation, including re-instatement of front roof pitches and replacement of staircase. Approved on 20-11-07.

H16-0101-09

Internal refurbishment, re-instatement of front roof pitches and replacement staircase and new shop front (retrospective). Approved on 14-04-09

H16-0100-09

Internal refurbishment, re-instatement of front roof pitches and replacement staircase and new shop front (retrospective). Approved on 14-04-09

H16-0021-10

Details of specification of works for re-roofing and roof slates (Conditions 13 and 14 of H16-0101-09). Approved on 28-02-11

H16-0391-10

Details of paint finish for windows and external masonry colour scheme (Conditions 4 and 5 of H16-0101-09). Approved on 21-05-10

H16-0390-10

Details of paint finish for windows and external masonry colour scheme (Conditions 4 and 5 of H16-0100-09). Approved on 21-05-10.

H16-1037-10

Details of sample of sliding sash window and joiners working drawings (Condition 2 of H16-0101-09). Approved on 08-03-11.

H16-1036-10

Details of sample of sliding sash window and joiners working drawings (Condition 2 of H16-0100-09). Approved on 08-03-11.

Consultation Responses

Spalding and District Civic Trust

Supports the application, although does think that the paint for the Pilaster details is slightly too dark.

Lincolnshire County Council as Lead Local Highways and 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 external illumination of the fascia board will detract significantly from the area's appeal.

For the above reasons, it is considered 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 negative impacts upon the Spalding Conservation Area (SCA) or this and neighbouring listed properties proposed within the submitted plans.

The applicant proposed the use of traditional sign making materials and/or styles (Alluminium backing with 5mm raised acrylic lettering and vinyl applied) which improves its keeping with the SCA and the listed nature of the property, whilst retaining the extremely important timber pilaster details. Additionally, whilst the colouring of the proposed signage is partly bright and vibrant, this is not unusual in this largely commercial area of the town, with many nearby commercial properties using similar colour schemes. Plus, the pilaster details are proposed to be painted in a rather attractive and traditionally dark scheme (RAL 7015). 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 any listed structures including the subject structure.

Furthermore, the current signage is significantly damaged and deteriorating, to the point at which it has become an eyesore and a drag on the appreciation of the Listed Building. Replacing this signage would be to help to tidy up this site which is highly prominent, all in a way which retains traditional details and materials and avoids internal illumination.

For the reasons listed above, the proposals must be considered to help towards conserving the qualities of the SCA and all relevant listed properties.

Highway Safety / Usage

The Local Planning Authority has consulted with the Lincolnshire County Council Lead Local Highways Authority. This consultation response deemed the application to be without need of objection. Due to this, the Highways Authority consider this application to be acceptable from a highway safety and highway usage perspective.

Conclusion

For the reasons listed above, this application is held 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 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.