

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H16-0969-19 **Applicant:** Nationwide Building Society

Proposal: Proposed signage

Location: Nationwide Building Society 4 Hall Place Spalding

Terminal Date: 21st November 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	1	0
SPALDING & DISTRICT CIVIC SOCIETY	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

This is an application for advertisement consent at the Nationwide Building Society, 4 Hall Place, Spalding.

The proposals include the following;

A new 5.77m x 0.75m aluminium internally illuminated fascia sign coloured in RAL 7031 featuring lettering of dimensions 0.41m x 3.29m featuring the Nationwide Logo, reading 'Nationwide Building Society'. Existing trough lighting to be removed.

The extant projecting sign and bracket to be removed and walls made good afterwards. A new internally illuminated projecting sign to be installed at a lower position (2.976m above ground level), affixed to the new aluminium fascia, featuring the nationwide logo with no text. The sign will be 0.6m x 0.6m and will project from the frontage by 0.798m at its greatest extent.

The extant ATM shroud to be removed and replaced with a new, internally illuminated unit, no longer featuring a receipt bin. The shroud will be 1.525m x 0.85m and mounted 0.55m above the ground at its lowest point.

A 4 x 1 poster hanger to be installed internally as a window display, hung from the ceiling. This unit will contain the statutory signage for the premises.

New vinyl manifestation dots and sign reading 'Building Society in Spalding' to be applied to the interior of the large frontage window.

All shopfront frames and door to be painted RAL 7031.

Site Description

The site is an Edwardian structure, built in 1906. The property is situated within the Spalding Town Centre Market Place which is a portion of the Spalding Conservation Area (SCA) that is of great importance to the overall character of the Asset.

The immediate area is characterised by commercial properties of varying age and architectural design. It is within eyeshot of and close proximity to several listed properties including the Grade II listed Lloyds Bank, as well as 11, 12 and 14 Market Place and the Grade II* Listed Red Lion Hotel.

History

None relevant

Consultation Responses

Spalding and district Civic Society

The Civic Society usually opposes the use of vinyl window coverings, however, in this case they have no objections.

Planning Considerations

Design and Layout

The local planning authority seeks no amendment to the design or layout of the proposals. This is because the proposal does not represent an over-proliferation of signage in the area and merely replaces the extant signage that is featured on the building. The proposed signage appears to be in keeping with the general style of signage in the area and it is not considered that the illumination of the sign is particularly unusual for the immediate surroundings or that it will detract significantly from the overall appeal of the area.

It is also felt that the new colour scheme 'RAL 7031' is a suitably muted tone which can be considered appropriate to the area and not alien to the general colour palette of the immediate surroundings.

Heritage Impact

It is the opinion of the Local Planning Authority that the proposals will have no discernible negative impact upon the historic character of the Spalding Conservation Area or upon the significance of

any nearby listed properties.

The applicant has proposed new signage using largely traditionally sign making materials such as aluminium and acrylic lettering which is in keeping with the SCA. Additionally, the proposed Colour (RAL 7031) is considered to be a suitably muted tone that can easily be considered appropriate to this commercial area. Furthermore, the proposed signage is of a relatively modest scale and cannot be considered to be inappropriately sized for the site or the area at large. Whilst the signage is proposed to be internally illuminated, again, this is not alien to this portion of the SCA which already features several prominent illuminated signs and screens.

As such it is felt that to allow these proposals will refresh the frontage of this commercial unit without presenting a change which is out of place in its surroundings.

For the reasons listed above, the proposals must be considered to help towards conserving the qualities of the SCA and nearby listed properties and is therefore in line with the requirements of Section 16 of the National Planning Policy Framework (2019).

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.