DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0999-19**	**Applicant:**	**Mr N Bond**
Proposal:	Proposed signage		
Location:	32 New Road Spalding		
Terminal Date:	5th December 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 placed
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	0	1
SPALDING & DISTRICT CIVIC SOCIETY	0	1	0	0

CASE OFFICER ASSESSMENT

Proposal

The proposal is for new signage at 32 New Road, Spalding. The proposal includes 3 new signs, 2 identical large side elevation signs, which will consist of 0.62m x 7.5m aluminium composite backboards coloured black with a dark grey pattern design. The lettering will be 5mm Gold Acrylic

and will read 'Beer|Spirits' 'OSCARS' 'Wines|Cocktails'. Plus, the proposals feature a smaller sign to be hung above the door which will be constructed using the same materials, but will simply read 'OSCARS'

All signs are proposed to be 2.8m from the ground level at their lowest points.

The proposal also includes the installation of downcasting lamps to externally illuminate the proposed signage. The which lamps are proposed to project 0.485m from the walls

Site Description

The site is within the Spalding Conservation Area (SCA) in the prominent New Road area, which forms a primary access route to both the Town Centre and Sheep Market. The building itself is neither a designated, nor non-designated Heritage Asset. However, it is within close proximity to several listed properties, being adjoined to the grade II listed Nos. 8 and 9 Broad Street and within eyeshot of the grade II listed Broad Street Methodist Church, Spalding Gentlemen's Society Museum, Black Swan Pub, Punch Bowl public house, 24 and 25 New Road and 2&4 Pinchbeck road. the site is also within eyeshot of the Grade II* listed Constitutional Club and associated front boundary wall.

History

H16-0613-09

Proposed 3 fascia signs and 2 projecting signs. PART APP & REF on 07/10/2009

H16-1122-18

Change of use from class A2 Financial and Professional Services to class D2 Assembly and Leisure. APPLICATION WITHDRAWN.

H16-0376-19

Change of Use from A1 to Pub/Wine Bar (A4 use), with Managers residential accommodation at first floor level. APPROVED on 31/05/2019.

Consultation Responses

Spalding & District Civic Society

Proposed signage is attractive and dignified and will therefore enhance the appearance of the town centre.

Lincolnshire County Council Highways and Lead Local Flood Authority

No objections and does not wish to restrict the granting of approval.

Planning Considerations

Heritage Impact

The Local Planning Authority considers that the proposed signage would have no negative impact upon the character of the Conservation Area in which the site sits or upon any nearby Listed properties. This is because the proposed signage is deemed to be understated and attractive in design and makes effective use of traditional sign-making materials and design cues (such as the raised acrylic lettering). The proposed colour scheme is traditionally appropriate to the area and ultimately, the proposals do not represent an over-proliferation of signage in both the area and on the building itself. The proposed lighting arrangement is also considered appropriate, as the applicant proposes use of downcasting lamps rather than internal illumination - a method of fighting which is used to great effect in the conservation area at multiple nearby sites. Ultimately, t is argued that the proposals will actually represent an improvement over what is on the site presently.

For the reasons listed above, the presented proposals must be considered to both CONSERVE and ENHANCE the Historic Environment.

Design and Layout

The Local Planning Authority does not seek any amendment to either the design or layout of the proposal. The design is appropriate to the site for the reasons listed above. The proposed layout of the signage is suitable to serve their use effectively and would not lead to an over-proliferation of signage on the building or in the area.

Conclusion

For the reasons listed above, it is determined that this application Is in accordance 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). 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.