DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-1069-18**	**Applicant:**	**Claire's**
Proposal:	Proposed signage		
Location:	17 - 18 Market Place Spalding		
Terminal Date:	17th December 2018		

Planning Policies

Local Plan July 2016:

National Guidance

National Planning Policy Framework 2018

NPPF July 2018 - Section 16

Representations:

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

CASE OFFICER ASSESSMENT

The site is within the Spalding Conservation Area and directly adjacent/adjoining The White Hart a 15th Century building of significance to the Spalding Conservation Area which is Grade II* listed, giving a particular sensitivity to this site.

The site is a retail premises and it is proposed to update the existing signage with what is the current corporate images, with some general tidying of the frontage/fascia.

The proposed signage is appropriate and considering the existing signage on neighbouring buildings supporting other businesses this is in keeping with the style and materials in the area.

The signage letters will be acrylic but individually cut and lit from above - this is acceptable in design, materials and quality for the site, acrylic already appears to have been allowed on this building and the proposed advertisement will help to support/keep current uses relevant to the town centre operating from the site which is in the best interest of long term preservation.

The proposals should be approved without delay.

Recommendation: APPROVE.