



South Holland District Council
Council Offices
Priory Road
Spalding
PE11 2XE

70120189
19 December 2023

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007
APPLICATION FOR CONSENT TO DISPLAY AN ADVERT AT:
SAINSBURY'S, HOLLAND MARKET, SPALDING, PE11 1RQ**

On behalf of Sainsbury's Supermarkets Limited, please find enclosed an application for the installation of external signage at the above Sainsbury's store in Spalding.

In addition to this cover letter, this application submission package comprises the following:

- Application forms and certificates;
- Planning Drawing Pack, including;
 - Site Location Plan (Page 3.2); and
 - Proposed Detailed Signage Drawings & Elevations (Pages 3.3 – 3.15).

The planning application fee of £165.00 has been paid online via the Planning Portal (ref: PP-12652680).

Site Context

The site is located at an existing Sainsburys Store in Spalding. The Sainsbury's store is located within the Holland Market & Winfrey Avenue Retail Park, which houses a large supermarket and several other retail units. The Holland Market & Winfrey Avenue Retail Park is located within the northwest extent of Spalding Town Centre.

To the north of the site is a petrol station and Chatterton Water Tower. Multiple large retail units are to the east of the site, including Halfords, Pets at Home and B&Q. The Grade II listed Spalding Train Station is located c.50m west of the site (List ID: 1063914).

The Proposed Signage

Express advertisement consent is sought for the following signage:

- 2no. Sainsbury's Letters (ref: BS2 / BS3); and
- 3no. Argos Flexbox Signs (ref: BS28/2 / BS29/2).

Planning Policy

LOCAL DEVELOPMENT PLAN

The local development plan for South Holland comprises the Southeast Lincolnshire Local Plan, a Joint Strategic Plan produced by South Holland District, Boston Borough, and Lincolnshire County Councils. The plan was adopted in March 2019.

The site is located within the Spalding Town Centre Boundary. Spalding is a sub-regional centre within the wider Southeast Lincolnshire Plan Area. Spalding Town Centre is at the top of Retail Hierarchy for Town Centre uses.

SOUTHEAST LINCOLNSHIRE LOCAL PLAN

Policy 2 states that development will be permitted provided that sustainable development considerations are met. Policy 2 goes on to state that the impact of development on historical buildings and heritage assets are a key issue.

Policy 3 states that distinctive places should be created through the use of local styles and materials. Point 10 within Policy 3 states that the appropriate treatment of facades in public places will be encouraged, to avoid visual intrusion by advertising, other signage, security shutters, meter boxes and other service and communication infrastructure.

Policy 25 aims to enhance Spalding and Boston town centres. The Council will support development in Spalding Town Centre that enhances sites and has regard to the significance of heritage assets.

Policy 29 seeks to conserve and enhance the Historic Environment.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF) (2023)

Paragraph 7 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 81 states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, considering both local business needs and wider opportunities for development.

Paragraph 136 of the NPPF (2023) sets out how local authorities should consider application for advertisement consent. It states that:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The application has also given due consideration to the section concerning ‘Advertisements’ in the National Planning Policy Guidance.

Planning Assessment

In accordance with paragraph 136 of the NPPF, the proposed advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. These considerations, in addition to the principle of development, are therefore discussed below. The site is located in the vicinity of the Grade II Listed Spalding Train Station, so the potential impact of the proposal on this heritage is also discussed.

PRINCIPLE OF DEVELOPMENT

The principle of commercial development at the site has already been accepted, as established by the site location within a retail park. Signage at retail units is commonplace, and to be expected. Signage is necessary to enable the store to function and fulfil its role in the wider development. The signage allows the store to be easily identifiable to customers, which is essential to the store's viability and success.

The proposals are therefore entirely acceptable in principle.

AMENITY

The proposed signage is discretely designed, and in keeping with the host building, a large retail unit. The external signage of the proposal advertises the services provided by the unit, while remaining unobtrusive. The signage is appropriate to the areas retail character and does not result in a cluttered effect. The 'Argos' signage fits well below the existing 'Sainsbury's' lettering and is located consciously atop architectural features found in the host building, such as brick-built archways.

There are no residential properties within the vicinity of the site. Furthermore, there is various illuminated and non-illuminated already present at the supermarket and across the car park.

The signs that are proposed as part of this application will therefore have no adverse impact on amenity, given the existing commercial context, the number of existing signs already installed, and the fact that the signs are static and either non-illuminated or internally illuminated only to a maximum of 600cd/m². The proposal is therefore in accordance with Policy 3 of the Southeast Lincolnshire Local Plan, and paragraph 136 of the NPPF.

HERITAGE

The Grade II Listed Spalding Train Station is located c.50m west of the site (List ID: 1063914). The Train Station was first listed in 1990. The listing refers to the railway station and attached footbridge, which were originally built in c.1848.

The only alteration to the western elevation of the Sainsbury's store is the addition of a small Argos sign. A tree line along A151 also partially blocks intervisibility between the Train Station and the Sainsbury's store. The impact on the setting of the Train Station will therefore be negligible, due to the minimal change to the western elevation, which is the only elevation that shares any intervisibility with the Train Station.

As set out above, the proposal will have a negligible impact on the nearby Grade II Listed Spalding Train Station. The proposal is therefore in accordance with Policies 25 and 29 of the Southeast Lincolnshire Local Plan.

PUBLIC SAFETY

As explained above, the proposed signs will be installed in a location where signage (illuminated and non-illuminated) is commonplace. The addition of the proposed signs will therefore pose no risk to road users and the proposal will have no adverse impact on public safety. The proposal is therefore in accordance with Policy 3, and paragraph 136 of the NPPF.

Conclusions

I trust the above and enclosed is sufficient to validate the application. In the meantime, please do not hesitate to contact me if you require any further information.

The application seeks advertisement consent for signage at the Sainsbury's store in Spalding. The proposed advertisement is in accordance with national and local planning policies, and we consider that it is wholly appropriate for the site context.

The proposed signage will not adversely affect amenity nor comprise public safety, in accordance with paragraph 136 of the NPPF and it will contribute positive to the surrounding area in accordance with Policy 3 of the Southeast Lincolnshire Local Plan.

I trust that the enclosed is sufficient for you to validate the application. Should you require any further information however, or have any queries at all, please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Daniel Williams'.

Daniel Williams
Planning Consultancy