

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H16-1164-18 **Applicant:** Istanbul Spalding Ltd
Proposal: Proposed signage
Location: Station Twenty Five 25 Station Street Spalding
Terminal Date: 6th February 2019

Planning Policies

Local Plan July 2016:

SG14 Design and Layout of New Development

National Guidance

National Planning Policy Framework 2018

Section 12 - Achieving well-designed places

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
SHDC INTERNAL	0	0	0	1

CASE OFFICER ASSESSMENT

This application relates to proposed new signage at Station Twenty Five, 25 Station Street, Spalding.

Station Street has a range of traditional as well as comparatively more modern buildings and lies within the Spalding Conservation Area. The building itself and existing signage is one of the more modern examples in terms of design. Existing signage on units in the vicinity is very varied, with some being very prominent in the street scene.

The proposed new signage would have a wood effect background with white font.

In terms of representations, the following have been received:

SHDC Conservation Officer - The Local Planning Authority should not normally allow plastic signage in the Conservation Area but in the context of the surrounding street scene and other signage already displayed on neighbouring commercial properties it would be hard to raise an objection - individually cut letters would be the best design solution, the plans aren't clear if this is the case. Assume the swan neck overhead lights are remaining in situ to light the sign. No objection.

LCC Highways/SUDS - No objections.

Spalding and District Civic Society - The signage appears to have been installed already. The application form is uninformative - e.g. stating that the letters would have a maximum height of 3cm. Lettering is shown on windows; if this means blanking-out of windows, we would object.

Paragraph 132 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. LCC Highways have not objected and it is not considered that the proposed signage would create a public safety issue. Furthermore, there is already lighting on the existing sign and so it is not considered that the proposed new signage would have a material adverse effect on residential amenity.

Overall, it is considered that the proposal complies with Paragraph 132 of the National Planning Policy Framework (2018).

The recommendation therefore is to grant consent.