DECISION DELEGATED TO DEVELOPMENT MANAGER
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Application No: H16-1246-18 **Applicant:** Robert Goddard

Proposal: Proposed signage

Location: 12 Market Place Spalding

Terminal Date: 13th February 2019

Planning Policies

Local Plan July 2006:
National Guidance **National Planning Policy Framework 2018** NPPF Section 16

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 proposal relates to the replacement of the signage to 12 Market Place, Spalding which has been taken over by Robert Goddard a local company moving into the Market Place.

A Listed Building Consent Application has also been submitted - H16-1261-18 - 12 Market Place Spalding Proposed signage.

The host building is a fine listed building of great significance within the Conservation Area, on the frontage are features such as older and less sympathetic signage and shutter details are in situ and the proposals have the potential to improve the situation.

The Proposed signage would be new 3d individual halo Illuminated marine grade stainless steel Letters powdercoated (100% gloss RAL9005) 'Jet black' to face and returns with rear
Facing led to be 10mm opal 030 perspex, polar Frost s2 030 to allow for halo illumination.

Letters stating new halo Illuminated 'Robert Goddard' and 'Est 1895' signage to be fixed back to Existing stonework. Letters to be fixed back to existing stone fascia on spacers & led Lighting in association with the installation Back to the landlord's shopfront.

The application makes clear that existing signage is to be removed and all disturbed areas to be made
Good.

The plans set out the following:

- Allow for existing boarded out panel to be removed and all disturbed areas to be made good. If structure below Main contractor to advise.

Existing shutter boxes to be removed and all disturbed areas to be made good.

Existing bollards to be removed and all disturbed areas to be made good.

Existing internal shutters and internal shutter structure to be removed and all disturbed areas to be made good.

This is the standard of quality of materials that should be sought on a listed building.

This is also in accordance with the National Planning Policy Framework (section 16, paragraph 200) relating to Conservation Areas which states:

"Local planning authorities should look for opportunities for new development within Conservation Areas- and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably."

Consultations
The Civic Society expressed the view that;

We welcome the removal of roller-shutters and boxes.
We wonder whether the removal of the boxing beneath the arches will reveal structural supports for the 'floating' arches (where the original full-length pilasters once were).
We urge a re-think on the lettering; t needs to be Roman serif to be in keeping with the host classical building - one of the most important listed buildings in the Market Place.

The Agent has responded with the following commentary:

"Thank you for sending through the Spalding Civic society response. We also are wondering what is underneath the boxing but until we can expose this we cannot predict. Would we be able to remove the boxing and then come back to you and the society on what structure is here and how we can design around it? It is such a shame the original columns were removed.

I have spoken with our client regarding the lettering and Robert Goddard have strict branding rules around their lettering, it is how their brand is recognised in the high street. I note the buildings either side have their corporate branded lettering although this is on a fascia which we don't want to install here as it would detract from the beauty of the building, we wish to be as sympathetic as possible

with our branding. A comparable building would be the Lloyds bank where they have their corporate branded lettering fixed back to the brickwork. Is there any movement on this point? "

The signage is appropriate and it is reasonable to allow the company to have their corporate logo style and design - the materials and design are high quality.

A condition can be agreed to require LPA approval of 'making good' element of the proposals.

Summary
The proposal would not therefore have a detrimental effect on the contribution of this listed traditional commercial building or to the character and appearance of the conservation area. I would therefore recommend APPROVAL.