DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H18-0950-20**	**Applicant:**	**One Stop Stores Ltd**
Proposal:	Proposed Signage		
Location:	Former Old Barn Antiques And Pine Furnishings 48-50 Bridge Road Sutton Bridge		
Terminal Date:	17th December 2020		

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

Sections 12 and 16 of the National Planning Policy Framework (2019) (NPPF)

Representations:

	Object	Support	No Obj.	Comments
PARISH COUNCIL	1	0	0	0
WARD MEMBER	0	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

This advertisement consent application is for the erection of proposed signage in line with 'ONE STOP' branding at the Former Old Barn Antiques and Pine Furnishings site at 48-50 Bridge Road, Sutton Bridge.

The proposed signage includes the following;

- (1x) (W)17.25m x (H)0.7m fascia board finished in RAL 3020 with a 5mm thick blue acrylic board mounted forward of the fascia containing the words "ONE STOP" the fascia board will also have white direct application acrylic lettering spelling out "WORKING WITH SUTTON BRIDGE STORES"

- (4x) Anodized aluminium poster cases sized (W)575mm x (H)830mm

- Window vinyls of various sizes to cover the westernmost and two easternmost street level windows. This is proposed to hide the back of house elements of the store as well as the rear of the refrigerated units.

- Door manifestations as several waist-height direct application vinyl white dots arranged in a horizontal line pattern.

The fascia board is proposed to be externally illuminated using a downcasting bar-lamp mounted above the centre of the fascia board.

Site Description

The site is within a highly prominent position in Sutton Bridge, visible from the central junction at the eastern end of Bridge Road, which is widely accepted as the 'main' throughway and shopping area for Sutton Bridge. Attached to 48-50 to the east is the grade II listed New Inn whose listing description reads as follows;

"Public house. Mid C18, refronted and extended early C19. Colourwashed red brick. Slate roof. Single left gable and ridge stacks. 2 storeys, 6 bays with single central pilaster buttress. Doorway with part glazed and panelled door and overlight. To the left is a single segmental arched plain sash with margin lights and to the right 3 similar segmental arched sashes. On the far right is a doorway with similar door and overlight. Above are 5 segmental arched glazing bar sashes, that over the left doorway narrower."

The proposal site is also visible from the sites of several other grade II listed properties, including The Church of St Matthew and Nos. 64, 66 and 68 Bridge Road to the west as well as No.27 The Park to the south.

The extant buildings on the site were most recently used as an antiques store as well as an associated warehouse. Both of these uses have been abandoned and the buildings have become significantly dilapidated. Both buildings are widely considered to be eyesores and are detracting from the significance of the adjacent as well as surrounding listed buildings and the character of the immediate area.

The area surrounding the proposal site is characterised by a mix of commercial and residential premises and the extant buildings along Bridge Road display a wide range of architectural periods and styles.

History

H18-1211-19

Outline application for residential development. Approved on 13-02-20

Consultation Responses

Sutton Bridge Parish Council

Objects to the application as too garish and that the proposed window coverings should be more plain, particularly at a lower height.

Lincolnshire County Council Lead Local Highways Authority

No objections.

Planning Considerations

Received objections

One objection was received to this application, which raised concerns with the style of the signage in that it is too garish and that the vinyl covering to the windows was inappropriate. Whilst the Local Planning Authority recognises that this complaint is levied on the basis of the site's adjacency to the Grade II listed New Inn, it is not considered that this proposal will have a significant enough impact upon the setting, especially when compared to the site as it stood without consent to be considered to have a negative impact upon the New Inn which would in any way damage the value or significance of that site.

Furthermore, whilst this location is in a prominent portion of Sutton Bridge, this settlement has no Conservation Area and so default standards for signage in Conservation Areas do not apply in this instance, meaning there is no baseline standard for colour scheme or materials provided that they are not completely out of keeping with the setting. This area of Sutton Bridge already features several commercial sites with modern signage and vibrant colour schemes.

Design

The local planning authority seeks no amendment to the design of the proposed signage. These proposals are considered to be in line with standard One Stop branding and not inappropriate to the host structure or setting. The below 'Heritage Impact' section will discuss the potential impact upon the neighbouring historic properties.

Heritage Impact

The Local Planning Authority does not consider there to be a risk presented to the value or significance of any designated Heritage asset, including the adjacent Grade II listed New Inn. This is because the proposed signage, whilst vibrant in colour, do not represent a significant development, and certainly not a development which is significant or imposing enough to hinder or damage the public appreciation of the Grade II listed adjacent structure. Furthermore, this site has sat empty and neglected for 10+ years and was already host to several garish and overbearing mural signages, covering the frontage windows. The area is already host to several similar forms of signage. In addition, the site as it stood without this consent was in a poor state with long-term damaged, unremarkable signage. To permit this signage would be to tidy up the frontage of a dilapidated site into a tidy, sustainable modern use which prevents further detrioration. For these reasons, including the enhancement and restoration of a eye-sore site, this application is considered to help to enhance the historic environment in line with Section 16 of the NPPF.

Highways Safety

The Local Planning Authority has consulted with the Lincolnshire County Council Lead Local Highways Authority. This consultation response deemed the application to be without need of objection. Due to this, the Highways Authority consider this application to be acceptable from a highway safety and highway usage perspective.

Conclusion

For the reasons listed above, this application is held to be in accordance with Policies 1, 2, 3 and 29 of the South East Lincolnshire Local Plan (2019) as well as Sections 12 and 16 of the NPPF. 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.