

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H23-1134-18 **Applicant:** Lincolnshire Co-Operative Society

Proposal: Proposed signage

Location: 221 High Road Whaplode Spalding

Terminal Date: 4th January 2019

Planning Policies

Local Plan July 2016:

National Guidance

National Planning Policy Framework 2018

Section 12 and Paragraph 132 of the National Planning Policy Framework (2018)

Representations:

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

CASE OFFICER ASSESSMENT

This is an application for advertisement signage at the Lincolnshire Co-Op Garage, 221 High Road, Whaplode. The proposal site is within defined settlement limits and the surrounding area is characterised by dwellings of varying ages and design.

The application seeks to provide four internally illuminated fascia signs and an internally illuminated Co-op lozenge sign to the frontage and side elevation of the building facing High Road.

The County Highways & SUDS Officer has no objections and Whaplode Parish Council supports the proposal. No comments have been received from adjacent residential properties.

The design of the signage is simple and minimalistic in appearance which is acceptable, and has no impact upon visual amenity or highway safety. The hoardings proposed comply with paragraph 132

of the National Planning Policy Framework 2018 which takes into account amenity and public safety.

A delegated approval is considered to be appropriate.