



Planning Committee

11 December 2025

S25/1910

Proposal:	Installation of externally illuminated hanging sign
Location:	6 High Street, Grantham, NG31 6PN
Applicant:	Mr Dean Harrison
Agent:	Michael Ellison Chartered Architect
Application Type:	Advert Consent
Reason for Referral to Committee:	Applicant is related to a councillor and a council officer
Key Issues:	Impact on the heritage assets Impact on neighbouring amenities.
Technical Documents:	N/a

Report Author

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Corporate Priority:

Decision type:

Wards:

Growth

Regulatory

Grantham St Vincent's

Reviewed by:

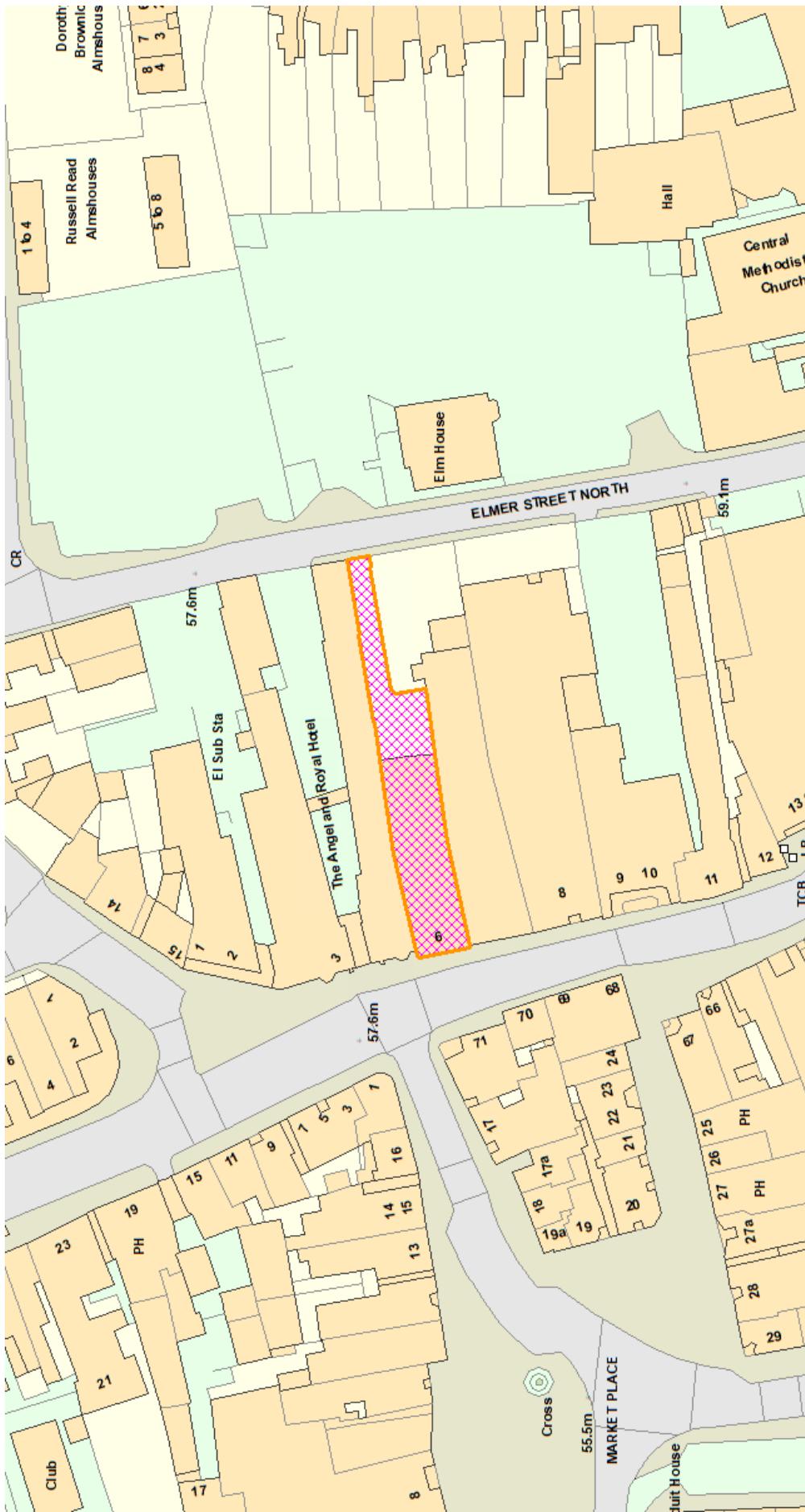
Adam Murray – Principal Development Management Planner

1 December 2025

Recommendation (s) to the decision maker (s)

To authorise the Assistant Director – Planning to GRANT advertisement consent, subject to conditions

S25/1910 – 6 High Street, Grantham



Key

Application
Boundary



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1 Description of Site

1.1 The site is a former Halifax bank branch located on High Street, Grantham. It was recently granted planning permission for conversion to a restaurant and bar and ancillary function rooms as part of the adjacent Angel & Royal Hotel use under reference no. S24/0795. The site is not grade listed, but is within the Grantham Conservation Area and the adjacent hotel is grade I listed.

2 Description of proposal

2.1 The proposal seeks advertisement consent for the installation of an illuminated hanging sign to "The Holly" restaurant and bar.

3 Planning History

3.1 S24/0795 - Change of use and conversion of former bank building (Use Class E(c)(i)) to ancillary public reception and function rooms for the adjacent hotel, The Angel and Royal (Use Class C1).

4 Relevant Planning Policies & Documents

4.1 SKDC Local Plan 2011 – 2036 (Adopted January 2020)

Policy DE1 – Promoting Good Quality Design
Policy EN6 – The Historic Environment
Policy ID2 – Transport and Strategic Transport Infrastructure

4.2 National Planning Policy Framework (NPPF) (updated December 2023)

Section 9 – Promoting sustainable transport
Section 12 – Achieving well-designed and beautiful places
Section 16 – Conserving and enhancing the historic environment

5 Representations Received

5.1 No Comments received

6 Representations as a Result of Publicity

6.1 This application has been advertised in accordance with the Council's Statement of Community Involvement, and no letters of representation were received.

7 Evaluation

7.1 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires the Local Planning Authority to control the display of advertisements in the interests of amenity and public safety, taking into account

the provisions of the development plan, insofar as they are material, and any other relevant material considerations.

7.2 The Council adopted the South Kesteven Local Plan 2011-2036 on 30 January 2020, and this forms the Development Plan for the District, and is the basis for decision-making in South Kesteven. The policies and provisions set out in the National Planning Policy Framework are also a relevant material consideration in the determination of applications.

7.3 Paragraph 141 of the Framework states that "the quality and character of places can suffer when advertisements are poorly sited and designed...Advertisements should be subject to control only in the interests of the amenity of public safety, taking account of cumulative impacts".

7.4 Accordingly, the proposal is deemed to be acceptable in principle, subject to the material considerations relating to the potential impact on amenity and public safety. These matters include the impact of the proposal on the character and appearance of the area, the impact on neighbouring uses, and potential highways safety issues. These matters are discussed in turn below.

7.5 Impact on the character and appearance of the area

7.6 The proposed signage replaces existing Halifax bank signage. The design of the proposed signage is understated and would blend visually with the other shopfronts along High Street, and is in line with the design principles for shop front signage as outlined in the Grantham Shopfront Design Guide.

7.7 The proposed signage does include external illumination and the submitted application form states that these would be lit in a static way, at a luminance of 600cd/m². Whilst illuminated signage is typically discouraged in a conservation area, it is noted that the existing site lawfully has two illuminated signs, and the adjacent Klubhaus pub also recently secured consent for illuminated signage, which was conditioned to not exceed 100cd/m².

7.8 In this case, considering the size of the proposed lighting and their directional nature focusing on the hanging sign, it is considered appropriate to condition that the luminance of the proposed sign does not exceed 200cd/m² in the interest of preserving the character of designated heritage assets, as well as remaining in keeping with the brightness of signage in the immediate vicinity.

7.9 Subject to the aforementioned condition, it is considered that the proposed signage would also not result in an unacceptable adverse impact on the surrounding conservation area, commercial land uses, and the signage of the adjacent stores.

7.10 Taking the above into account, the proposed signage would be appropriate for the site's commercial context and, as a result, would not have an unacceptable impact on the character and appearance of the host building, the adjacent listed building and the surrounding conservation area. Therefore, the proposed would accord with Policy DE1 and EN6 of the Local Plan and Sections 12 and 16 of the Framework on these matters.

7.11 Impact on neighbours' residential amenities

7.11.1 Whilst the immediate context of the site is commercial in nature, the High Street does have some residential uses above the commercial premises on the ground floor.

- 7.11.2 In this context, it is appreciated that the installation of a single sign will not result in adverse impacts on amenity and the difference between the existing signage and the proposed are minor, with the proposed sign being considered an improvement over the existing blue Halifax sign. Therefore, it is Officers' assessment that the proposed signage would not result in any unacceptable impacts on the amenity of existing residential receptors.
- 7.11.3 Therefore, it is concluded that the proposed signage would not have any unacceptable adverse impacts on the neighbouring land uses. As such, the proposals would be in accordance with Policy DE1 and EN4 of the adopted Local Plan, and Section 12 of the Framework.

7.12 **Highway issues**

- 7.12.1 In respect of highways safety, the proposed signage would be positioned in a location that is readily visible from the public highway. Notwithstanding this, due to the scale and height of the signage it is anticipated that the impact on road users would be minimal.
- 7.12.2 Lincolnshire County Council (as Local Highways Authority) were not consulted as part of the consenting process due to the minimal changes proposed to the application.
- 7.12.3 The proposals are not considered to have an unacceptable adverse impact on highways safety in accordance with Policy ID2 of the Local Plan and Section 9 of the Framework.

8 **Crime and Disorder**

- 8.1 It is considered that the proposal would not result in any significant crime and disorder implications.

9 **Human Rights Implications**

- 9.1 Articles 6 (Rights to fair decision making) and Article 8 (Right to private family life and home) of the Human Rights Act have been taken into account in making this recommendation. It is considered that no relevant Article of that act will be breached.

10 **Conclusion**

- 10.1 Taking the above into account, it is concluded that the proposal would not have any unacceptable adverse impacts on the character of the area and is appropriate for its context, and would not jeopardise public safety. The proposal would therefore be in accordance with the relevant provisions of Policy DE1, EN4 and ID2 of the South Kesteven Local Plan 2011-2036 (Adopted January 2020) and Section 9, 12 and 16 of the National Planning Policy Framework.

11 **Recommendation**

To authorise the Assistant Director of Planning & Growth to GRANT advert consent, subject to conditions.

Approved Plans

1 The works hereby permitted shall be carried out in accordance with the following list of approved plans:

- i. Location Plan Finger Sign - dwg no. 205S P01 - received 09/10/25
- ii. Site Plan Finger Sign - dwg no. 205S P02 - received 09/10/25
- iii. External Sign Plan - dwg no. 205S P03 - received 09/10/25

Unless otherwise required by another condition of this consent.

Reason: To define the consent and for the avoidance of doubt.

Ongoing Conditions

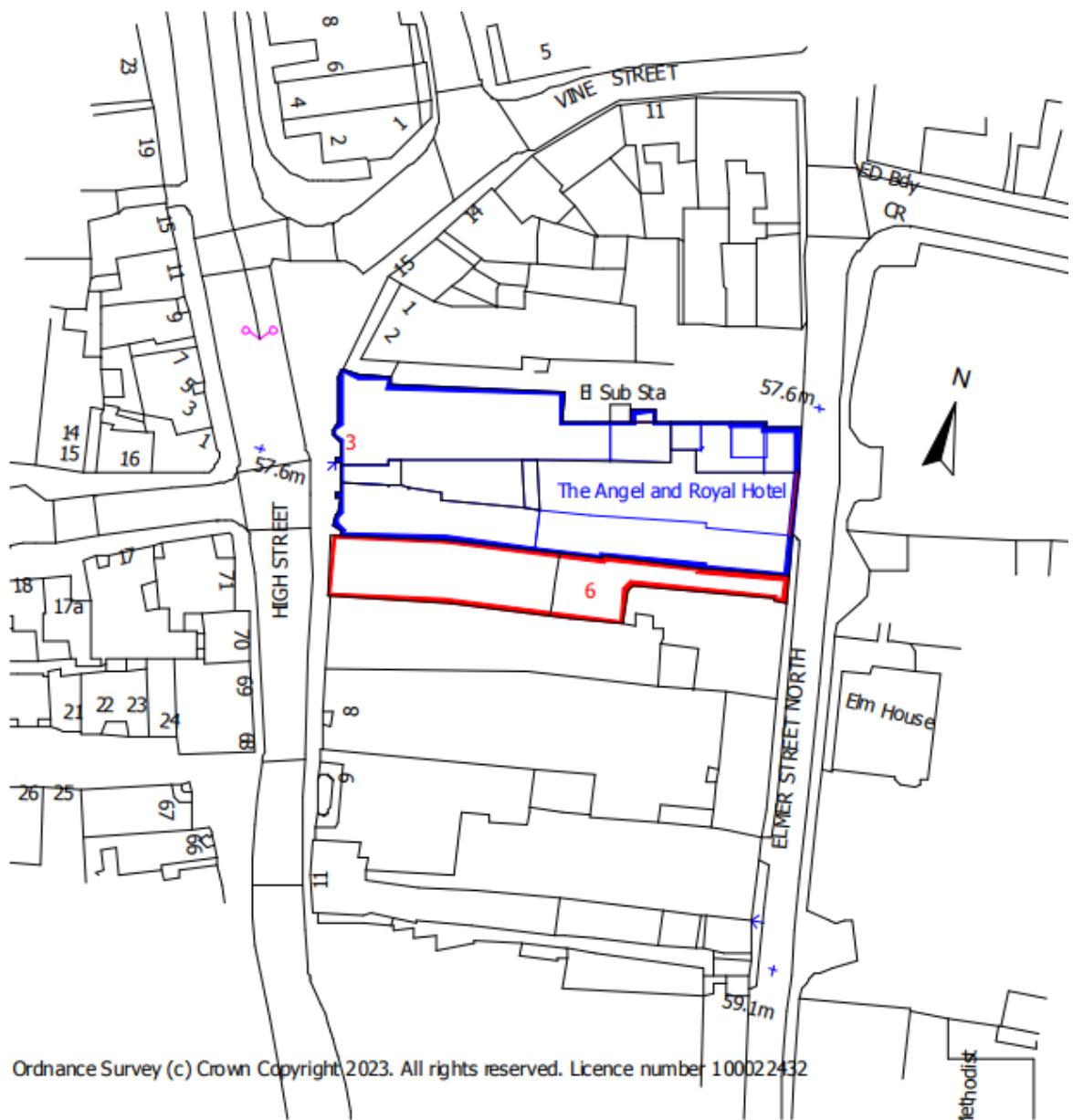
2 The In the hours after sunset and until sunrise, the advertisement display luminance shall be no greater than 200cd/m2. The lighting shall be static and non-blinking/flashling.

Reason: In the interests of amenity, public safety and in order to retain effective planning control

Standard Note(s) to Applicant:

In reaching the decision the Council has worked with the applicant in a positive and proactive manner by determining the application without undue delay. As such it is considered that the decision is in accordance with paras 38 of the National Planning Policy Framework.

SITE LOCATION PLAN



BLOCK PLAN PROPOSED



ELEVATIONS PROPOSED

