DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H02-0610-22**	**Applicant:**	**South View Community Primary School**
Proposal:	Proposed Signage		
Location:	South View Community Primary School Postland Road Crowland		
Terminal Date:	15th August 2022		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development

National Guidance

National Planning Policy Framework 2021

12 - Achieving well-designed places.
15 - Conserving and enhancing the natural environment.

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 is an advertisement consent application for a proposed signage plinth at South View Community Primary School, Postland Road, Crowland. The plinth signage will measure 2.15 metres in height, 850mm in width and 100mm in depth. The sign will be non-illuminated and constructed from aluminium composite.

SITE DESCRIPTION

The site is an area of grassed land to the north of Postland Road, beyond which an access road and drop off point for the school is located. The site is within defined settlement limits and the surrounding area is characterised by buildings of varying ages and designs. The site is in Environment Agency Flood Zone 1, and is in a Low Hazard area with a maximum predicted flood depth of 0.25 metres.

HISTORY

No relevant history.

CONSULTATION RESPONSES

Lincolnshire County Council

No objection.

Crowland Parish Council

"CPC have a safety issue with the inappropriate proposed location, it is too close to the footpath and have concerns for visibility when vehicles are accessing/entering the school, this could hinder the safety of pedestrians and children. The original sign is closer to the gate along the wall."

PLANNING CONSIDERATIONS

In accordance with paragraph 136 of the National Planning Policy Framework, 2021, the main issues in this case are amenity and highway/public safety, taking account of cumulative impacts.

Amenity

The relevant policies in this case are Policies 2, 3 and 30 of the South East Lincolnshire Local Plan (SELLP), 2019.

Policy 2 sets the expectations that new development should reflect the principles of good design. Policy 3 indicates that development will demonstrate how the following issues, where they are relevant to the proposal, will be secured inter alia, by:

1. creating a sense of place by complementing and enhancing designated and non-designated heritage assets; historic street patterns; respecting the density, scale, visual closure, landmarks, views, massing of neighbouring buildings and the surrounding area;

3. the landscape character of the location;

6. the lighting of public places;

10. the appropriate treatment of facades to public places, including shop frontages to avoid visual intrusion by advertising, other signage, security shutters, meter boxes and other service and communication infrastructure;

11. residential amenity.

Policy 30 is also of relevance. It states that development proposals will not be permitted where, taking account of any proposed mitigation measures, they would lead to unacceptable adverse impacts upon:

1. health and safety of the public;
2. the amenities of the area; or
3. the natural, historic and built environment;
by way of:
4. air quality, including fumes and odour;
5. noise including vibration;
6. light levels.

The proposal seeks to provide plinth signage that will measure 2.15 metres in height, 850mm in width and 100mm in depth. The sign will be non-illuminated and constructed from aluminium composite.

The signage is of a size and siting that is not uncommon when compared to the other plinth school signage.

Because the signage is narrow and not near residential properties there is not considered to be a character or amenity impact from the proposal.

The proposal is therefore in accordance with Policies 2, 3 and 30 of the South East Lincolnshire Local Plan, 2019 in this respect.

Highway/Public Safety

The design is not garish and does not impact highway safety when proximity and distraction are considered. The Highway Authority have no objections to the proposal. The signage is set back from the road, and if the nearby access points are used normally, visibility is not materially impacted.

The proposal accords with the South East Lincolnshire Local Plan, 2019 and advice within paragraph 136 of the National Planning Policy Framework, 2021 in terms of highway safety.

PLANNING BALANCE

The proposed signage is acceptable on amenity and highway/public safety grounds. It accords with Policy 2, 3 and 30 of the SELLP and paragraph 136 of the National Planning Policy Framework, 2021. There are no issues that outweigh factors in favour of the proposal.

CONCLUSION

For the reasons above it is considered that the signage is acceptable and in accordance with Policies 2, 3 and 30 of the SELLP and the intentions of the NPPF 2021.

The recommendation is therefore that advertisement consent is granted.

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.