DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H05-0120-25**	**Applicant:**	**Mr B Macro**
Proposal:	Display of 3 illuminated advertisement signs		
Location:	Morning Glory 102 Fleet Road Fleet		
Terminal Date:	2nd April 2025		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development
04	Approach to Flood Risk
30	Pollution
33	Delivering a More Sustainable Transport Network

National Guidance

National Planning Policy Framework December 2024

National Planning Policy Framework December 2023

Section 2 - Achieving sustainable development
Section 4 - Decision-making
Section 6 - Building a strong, competitive economy
Section 9 - Promoting sustainable transport
Section 11 - Making effective use of land
Section 12 - Achieving well-designed places

National Guidance

Representations:

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

CASE OFFICER ASSESSMENT

Description of Proposal

The application seeks advertisement consent for the installation of three illuminated signs on land at Morning Glory, Hargate Fleet. Two of the signs are proposed near the site frontage in the form of stone gabion baskets with a metal business logo on the front. The other sign is proposed on the front of an existing outbuilding which is proposed to be converted into a MOT / motorcycle repair workshop under application H05-0119-25, which is pending determination separately.

Site Description

The site comprises land at Morning Glory, Fleet, which is located to the south of Fleet Road. The site currently features a dwelling and its associated garden and driveway.

Meridian Business Park is located to the west of the site, and this site is currently under construction for industrial units. 98 Fleet Road which is a residential dwelling is located further to the west. There are some dwellings located to the east of the site, the nearest of which is 110 Fleet Road. The site is otherwise mostly surrounded by agricultural land within the wider area.

The site is outside any defined settlement boundary, as identified by the South East Lincolnshire Local Plan 2011-2036 and accompanying policies map.

The site is within Flood Zone 3, as identified by the Environment Agency's flood risk maps.

Relevant Planning History

H05-1161-85: (Full Application) Provision of a new vehicular and pedestrian access to existing bungalow - approved 13 January 1986

H05-0356-03: (S191 Lawful Development Certificate) Occupation of dwelling by person(s) not employed in agriculture in breach of Condition 2 of EE637/72 - approved 12 May 2003

H05-0904-03: (Full Application) Proposed detached double garage and study - approved 08 September 2003

H05-0623-08: (Full Application) Garage for storage of personal classic cars (retrospective) - approved 30 June 2008

H05-0333-16: (Full Application) Proposed replacement garage - approved 26 May 2016

H05-0119-25: (Full Application) Change of use from dwelling to dwelling and motorcycle repair (within an existing building), MOT testing, sales and stationing of temporary office cabin - approved 21 March 2025

Consultation Responses

Responses have been received from the below referenced consultees. The responses are summarised below, however, the responses can be viewed in their entirety on South Holland District Council's website.

Lincolnshire County Council - Highways and SUDS:

First Response (10 March 2025): The proposal is for the display of 3 illuminated advertisement signs on private land - the proposal will not have an adverse impact on the public highway.

Second Response (20 March 2025): The changes to the site plan and the submission of the Transport statement do not impact the signage or my previous comments dated 10/03/25.

Fleet Parish Council: No response received.

Cllr P S Barnes: No response received.

Public Representations

This application has been advertised in accordance with the Development Procedure Order and the Council's Statement of Community Involvement. In this instance, no letters of representation have been received.

Key Planning Considerations

Evaluation

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that local planning authorities shall exercise their powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The adopted South East Lincolnshire Local Plan 2011-2036, adopted March 2019 (SELLP), is the development plan for the district, and is the basis for decision making in South Holland. The relevant development plan policies are detailed within the report above.

The policies and provisions set out in the National Planning Policy Framework, 2024 (NPPF) are also a material consideration in the determination of planning applications, alongside adopted Supplementary Planning Documents.

The main issues and considerations in this case include the following:

-Design and Visual Impact;
-Impact on Amenity; and
-Highway Safety.

These matters are assessed in turn below.

Design and Visual Impact

Paragraph 135 of the NPPF states that new development should function well and add to the overall quality of the area (including beyond the short term) and should be visually attractive as a result of good architecture and appropriate landscaping.

Paragraph 141 of the NPPF sets out that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts

Policy 2 of the Local Plan outlines sustainable development considerations for proposals; providing a framework for an operational policy to be used in assessing the sustainable development attributes of all development proposals.

Policy 3 of the Local Plan requires development to comprise good design; identifying issues that should be considered when preparing schemes so that development sits comfortably with, and adds positively to, its historically designated or undesignated townscape or landscape surroundings.

The application seeks advertisement consent for the installation of three illuminated signs on land at Morning Glory, Fleet. Two of the signs are proposed near the site frontage in the form of stone gabion baskets with a metal business logo on the front. The other sign is proposed on the front of an existing outbuilding which is proposed to be converted into a MOT / motorcycle repair workshop under application H05-0119-25 which is pending determination separately.

The gabion baskets are proposed to be located on either side of the vehicular access into the site. Each basket is proposed to measure 2m by 1m, and 1m in height. The gabion baskets are each proposed to feature mid/light grey stone encased in wire mesh. A steel signage plate is proposed on the front of each basket. The plate measures 0.6m by 1.2m and the plate is proposed to be back-lit.

The other sign is proposed to be located above a doorway on the existing outbuilding within the site. The sign is proposed to comprise a white plastic sign measuring 1m by 1m and to have a maximum illuminance of 600 candela per square metre (cdm2).

The site is within a semi-rural area. There are dwellings to the east of the site, however, the dwellings are not directly next to the site. Consent has been granted for eight industrial units on land to the west under permission H05-0844-22. It was evident during a site visit during the determination of the current application that this permission has bene implemented and the buildings are currently being constructed. This will alter the character of the area as the site will be next to various businesses. The proposed signage would introduce a commercial character to the site however, the design and siting of the signage is considered to be proportionate and suitable for the site.

The proposal would not cause an adverse impact to the character or appearance of the area and would therefore accord with Policies 2 and 3 of the Local Plan and Section 12 of the NPPF.

Impact on Amenity

Paragraph 135 of the NPPF states that development should create places that are safe, inclusive, and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

Policies 2 and 3 of the Local Plan set out that residential amenity and the relationship to existing development and land uses is a main consideration when making planning decisions.

The advertisements are positioned at a suitable distance from any neighbouring dwelling to prevent any significant amenity impact. The proposed development would therefore accord with the Section 12 of the NPPF and Policies 2 and 3 of the Local Plan in amenity terms.

Highway Safety

Paragraph 116 of the NPPF sets out that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe, following mitigation.

Lincolnshire County Council's highways team have reviewed the proposals and have set out that they have no concerns with the proposals in terms of highway safety. The proposal would therefore have an acceptable impact in terms of highway safety and as such, the proposal would accord with Policies 2, 3, 33 and 36 of the Local Plan, as well as Section 9 of the NPPF.

Planning Balance

As stated above, Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states local planning authorities shall exercise their powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The development hereby proposed does not materially harm the character or appearance of the locality, or amenity of nearby residents, whilst conforming with the SELLP and the provisions of the NPPF when viewed as a whole. The signage would have no significant impact upon highway safety.

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.

Conclusion

Taking these factors into consideration, the proposal is considered to comply with Policies 1, 2, 3, 30 and 33 of the Local Plan, as well as Sections 9 and 12 of the NPPF. There are no significant factors in this case that would outweigh the benefits of the proposal. Therefore, the planning balance is in favour of the proposal.

Recommendation

Based on the assessment detailed above, it is recommended that the proposal should be approved under Delegated Authority.