DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H09-0661-20**	**Applicant:**	**University of Lincoln**
Proposal:	Proposed signage on south and north elevation of building		
Location:	Centre Of Excellence In Agri-Food Land Off A151 2 Peppermint Way		
Terminal Date:	8th October 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
30	Pollution

National Guidance

National Planning Policy Framework 2019

NPPF 2019.

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

Proposal

Proposed signage on south and north elevation of building, comprising a halo lit sign and non-illuminated signage.

Site Description

The application building is part of the wider Food Enterprise Zone development, within the

countryside, and accessed from the A151 near Holbeach. The topography of this part of the site is flat and the building is viewed from the highway. Eventually this building will be viewed in the context of the wider food enterprise zone (FEZ).

The building in question is being constructed by the University of Lincoln and is to be used as a R&D facility related to the university and to the FEZ.

History

H09-0949-19. NON MAT AMENDMENT. Proposed Centre of Excellence in Agri-Food with associated roads, car parking and landscaping - approved under H09-0230-18 - Amendments to include minor changes to elevational treatment. 18-10-19 APPROVED.

H09-0230-18. RESERVED MATTERS. Proposed Centre of Excellence in Agri-Food with associated roads, car parking and landscaping - outline H09-0771-16. APPROVED. 13-04-18.

H09-0771-16.OUTLINE. Proposed Centre of Excellence in Agri Food with associated roads, car parking and landscaping. APPROVED. 08-11-16.

Consultation Responses

Holbeach Parish Council

No response received.

LCC Local Highway and Lead Local Flood Authority

NO OBS

Having given due regard to the appropriate local and national planning policy guidance (in particular the National Planning Policy Framework), Lincolnshire County Council (as Highway Authority and Lead Local Flood Authority) has concluded that the proposed development is acceptable and accordingly, does not wish to object to this planning application.

Planning Considerations

Principle of development and policy considerations

Policy 2: Development Management - this policy sets the expectations that New development should reflect the principles of good design.

Policy 3: Design of New Development - Development proposals 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: Pollution - 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;
7. land quality and condition; or
8. surface and groundwater quality...

Visual Amenity

It is unusual to allow illuminated signs within the countryside, however this site is part of the wider food enterprise zone, which is to be a flag ship development. As this is the case it is considered that the form and siting of the illuminated signage would relate well to the building and to the wider FEZ.

The lighting of the signage can be controlled by condition to ensure that the lighting is not intrusive and will be read in the wider context of the site and lighting in the area. This is not a protected area of dark sky, and is not an intrinsically dark landscape where new lighting would be conspicuously out of keeping with local nocturnal light levels, given the wider development and lighting to the highway at this point.

There are no nearby dwellings that would be adversely impacted by the appearance or the lighting of the signage.

The site is also away from any designated protected sites, sensitive wildlife receptors or areas, artificial light could have a potentially high impact on wildlife and ecosystems.

Highway Safety

LCC Highway Service have raised no objection on highway safety grounds, and the signage is considered to not be an issue with regard to highway safety.

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 2019.

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.