DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H09-0833-25**	**Applicant:**	**Tesco PLC**
Proposal:	Proposed Signage		
Location:	Tesco Boston Road South Holbeach		
Terminal Date:	6th March 2026		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
29	The Historic Environment

National Guidance

National Planning Policy Framework December 2024

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
Section 16 - Conserving and enhancing the historic environment

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
SHDC INTERNAL	0	0	1	0

CASE OFFICER ASSESSMENT

Description of Proposal

The application seeks advertisement consent for the 3 illuminated fascia signs and 4 non-illuminated aluminium panels on the facades of a proposed Timpson pod. An application is pending determination separately for full planning permission for the pod under application H09-0832-25.

Site Description

The application site comprises land to the south of an existing Tesco retail store, which is located to the east of Boston Road South in Holbeach. The area where the signage is proposed is located near the Tesco store entrance, to the west of an existing trolley storage area.

The site is located within the settlement boundary of Holbeach as identified within the South East Lincolnshire Local Plan (2019). The site is also within the Holbeach Town Centre policy area, as identified by Policy 24 and the accompanying policies map. Holbeach Conservation Area is located to the south of the site.

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

Relevant Planning History

H09-0870-80 (Full Application) Siting of Portable office unit at Boston Road, Holbeach - not determined 17 September 1980

H09-1187-86: (Full Application) Change of use - production stores into showroom for retail s ales - approved 06 February 1987

H09-1157-97: (Outline Application) Demolish existing buildings, construct Class A1 retail food store with ancillary access, car park, landscape, link, etc - approved 03 June 1999

H09-0923-99: (Reserved Matters) Erection of A1 retail food store, access, car park, servicing and landscaping - approved 13 April 2000

H09-1490-00: (Full Application) Erection of plant and machinery - approved 21 March 2001

H09-0073-04: (Full Application) Change of use of house to retail outlet with apartment above - approved 16 March 2004

H09-0603-08: (Full Application) Proposed storm lobby - approved 09 July 2008

H09-0641-11: (Full Application) Alterations to front elevation of shop and replacement of trolley bays - approved 17 October 2011

H09-0387-25: (Full Application) Proposed Replacement of Plant Unit for Decarbonisation - approved 30 June 2025

H09-0832-25: (Full Application) Proposed New Timpson Pod - pending determination

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.

Conservation Officer: The proposal here is for internally illuminated signage. Such signage is typically unacceptable in Conservation Areas. Whilst the site is just outside of the conservation area, Policy 29 of the SELLP does offer protection to sites that exist within views into and out of the conservation area, which this site plainly does. However, with that said, this site specifically is not within the setting of any listed buildings and is within a commercial setting characterised largely by late C20th commercial and industrial sites, with very little traditional commercial character. Moreover, the site is situated across the road from Tesco, which already features extensive internally illuminated signage. Therefore, whilst the site is within the setting of the conservation area, in the balance of probabilities, I do not find that the acceptance of this proposal would present

any additional risk to the character of the Conservation Area.

Lincolnshire County Council - Highways and SUDS: The proposal is for signage and it does not have an impact on the Public Highway or Surface Water Flood Risk.

Environmental Protection: No comments regarding environmental protection.

Holbeach Parish Council: No response received.

Cllr S E Hutchinson: No response received.

Cllr T Carter: No response received.

Cllr N J Chapman: No response received.

Holbeach and District Civic Society: 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 local planning authorities shall exercise its 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, December 2024 (NPPF) are also a material consideration in the determination of planning applications, alongside adopted Supplementary Planning Documents.

There are no adopted Neighbourhood Plans for the area within which the site is located.

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

-Design and Visual Impact;
-Impact on Heritage Assets;
-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 3 illuminated fascia signs and 4 non-illuminated aluminium panels on the facades of a proposed Timpson pod. According to the application form the maximum illumination level is proposed to be 350 candela per square metre (cdm2).

On the southern (front) elevation, the illuminated sign is proposed to measure 4.34m by 0.49m and to be located at the top of the pod. Similar illuminated signs are proposed at the top of the side elevations. The illumination level is considered to be suitable and the design and appearance of the signs is also considered to be proportionate and in keeping with the overall appearance of the pod.

The 4 aluminium panels would be located on the side elevations of the pod. The signs are all proposed to feature Timpson branding and it is considered that the visual impact would be acceptable.

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

Impact on Heritage Assets

In respect of any buildings or other land in a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area, through Section 72 the Planning (Listed Buildings and Conservation Areas) Act 1990.

The National Planning Policy Framework (NPPF) (December 2024) expresses the importance of considering the impact of development on the significance of designated heritage assets; advising that development and alterations to designated assets and their settings can cause harm. These policies ensure the protection and enhancement of the historic buildings and environments. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance should be treated favourably.

Section 16 of the NPPF contains guidance as to how local planning authorities should assess proposals that could affect designated and non-designated heritage. For example, Paragraph 212 of the NPPF sets out that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be).

Policy 29 of the Local Plan requires proposals that might affect the setting of a Conservation Area to preserve (an enhance or reinforce, as appropriate) features that contribute positively to the area's character.

As set out previously, the LPA's conservation officer considers that the proposed sign would have an acceptable impact on the setting of Holbeach Conservation Area, which is located approximately 70m to the south of the site. The conservation officer also considers that the signage would not be within the setting of any listed buildings. The site is set within a commercial setting characterised by late 20th century commercial and industrial buildings, with limited traditional commercial character. There is some existing illuminated signage on land to the north where a Tesco store is located. As such, it is considered that the proposal would have an acceptable impact on the setting of Holbeach Conservation Area, in accordance with Section 16 of the NPPF and Policy 29 of the Local Plan.

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 proposed sign would be positioned a suitable distance from any neighbouring dwelling to prevent any significant amenity impact. Therefore, 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 set out that they have no concerns with the proposals in terms of highway safety. For example, the proposed illuminance level of the signage is not considered likely to pose a distraction to highway users.

Therefore, the proposal would have an acceptable impact in terms of highway safety in accordance with Policies 2, 3, 33 and 36 of the Local Plan, as well as Section 9 of the NPPF.

Planning Balance

The proposed development is appropriate and would not materially harm the character or appearance of the locality, the amenity of nearby residents or Holbeach Conservation Area. The development is acceptable in terms of highway safety and overall, the proposed development accords with the Local Plan and the NPPF.

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 2, 3, 29 and 30 of the Local Plan, as well as Sections 9, 12 and 16 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.