

DECISION DELEGATED TO HEAD OF PLANNING

Application No: H09-1015-21 **Applicant:** University of Lincoln

Proposal: Proposed Signage

Location: Institute Of Technology Building Food Enterprise Zone Holbeach

Terminal Date: 22nd November 2021

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01 Spatial Strategy
02 Development Management
03 Design of New Development
30 Pollution

National Guidance

National Planning Policy Framework 2021

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

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

Advertisement consent is sought for signage consisting of 2 no. Lincolnshire Institute of Technology signs, 1 no. Food Manufacturing Digital Technologies sign and 1 no. illuminated university crest.

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 an institute of technology building related to the university and to the FEZ.

Planning History

H09-0095-20 - Full - Proposed Institute of Technology Agri-Food Building - Granted 6 April 2020.

Consultation Responses

Holbeach Parish Council

Supported.

Cllr. F. Biggadike

Supported.

LCC Highways/SUDs

Does not wish to restrict the grant of permission

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 is for 2 no. Lincolnshire Institute of Technology signs, 1 no. Food Manufacturing Digital Technologies sign and 1 no. illuminated University Crest.

The largest sign is the University Crest, which would be illuminated (400 cd/m²). Professional Lighting Guide 05 (The Brightness of Illuminated Advertisements) by the Institution of Lighting Professionals specifies this level as the maximum permitted recommended luminance in rural areas such as relatively dark outer suburban locations.

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 would 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 dwellings that would be adversely impacted by the appearance or the lighting of the signage, which faces the highway.

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

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 most visible signage from the highway would be the 1 no. illuminated University Crest. LCC Highways has been consulted and does not wish to restrict the grant of permission on highway/public safety grounds.

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.

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.

Recommendation

That the application be approved under delegated powers.