DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H09-1087-19**	**Applicant:**	**Hortech Systems Ltd**
Proposal:	Proposed signage		
Location:	Hortech Systems Ltd Hall Gate Holbeach		
Terminal Date:	6th February 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019	
02	Development Management
03	Design of New Development

National Guidance

National Planning Policy Framework 2019

Section 12. Achieving well-designed places

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	0	1

CASE OFFICER ASSESSMENT

Proposal

This is a planning application that seeks advertisement consent for proposed signage at Hortech Systems Ltd, Hall Gate, Holbeach, Spalding.

The proposed signage is the re-use and re-position of the existing board and needs to be read in conjunction with the front extension approved under application ref. H09-1086-19.

Site Description

The area is predominantly residential although the land adjacent to north-east and east accommodates a fire station and commercial/light industry premises. There is a wide range of housing types in the area, from two-storey detached to semi-detached pairs and bungalows, as well as designs and appearances. The site is within a frontage of semi-detached houses onto Hall Gate. To the south-west, houses accessed from the cul-de-sac The Sidings and to the south, further houses accessed from Belle Vue Close.

The site has a large hardstanding area to the front and the premises are contained in a large rectangular building adjoining the rear boundary. The boundary treatment comprises very mature high hedgerow and trees on the boundary section with the fire station to the north-east and also nearly 2 metre high timber close board fencing.

History

None.

Consultation Responses

Lincolnshire County Council as Highways and Lead Local Flood Authority

No objection.

SHDC Environmental Health

No objection.

Planning Considerations

Design and layout

Paragraph 132 of the National Planning Policy Framework (NPPF), 2019 states 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 3 of South East Lincolnshire Local Plan (SELLP), 2019 is concerned on how high quality and inclusive design and layout should be achieved in new development. The criterion 10 is specifically relevant to proposal for advertisements establishing that "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"

The signage consist of the existing fascia sign on the front elevation of the industrial premises. The advertisement is displaying the name, type and contact details of the business which is operating in the premises. The purpose of the advertisement therefore would be appropriate and in connection with the land use of the site.

The signage measures 85 centimetres in height, 11.2 metres in width and 10 centimetres in depth. No lighting is proposed. The material and appearance are acceptable with the building and overall the character of the local area. Having regard to the dimensions of the recently approved front extension (application ref. H09-1086-19), the signage would sit well on the new faÃ?§ade of the industrial building. As the proposal refers to an existing signage, there would not be any cumulative impact in terms of visual amenity. Moreover, no further signage along the frontage onto Hall Gate.

Residential amenity

The residents of the adjacent properties have no direct views onto the faÃ?§ade where the signage would be located. Therefore, no detrimental impact upon their amenity standards would occur.

Highway safety

The proposed advertisement would not be accompanied with lighting and would remain non-illuminated as it currently stands. The sign would be approximately 4.30 metres from the ground floor level. The distances with the front boundary would range roughly between 27.85 and 15.10 metres. At such distances, no detrimental impact is anticipated upon the highway safety of road users. The County Highways Authority has raised no objection in this respect.

Conclusion

Taking into account the mentioned above, the development is in accordance with Policies 2 and 3 of the South East Lincolnshire Local Plan (SELLP), 2019 and Section 12 of National Planning Policy Framework (NPFF), 2019.

It is accordingly recommended to approve this planning application via delegated powers.

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.