

DECISION DELEGATED TO HEAD OF PLANNING

Application No:	H09-1168-25	Applicant:	Mr S Hassan
Proposal:	Proposed Signage		
Location:	Jewson Ltd Boston Road South Holbeach		
Terminal Date:	10th February 2026		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development
29	The Historic Environment
30	Pollution

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 7 - Ensuring the vitality of town centres
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	1

CASE OFFICER ASSESSMENT

Description of Proposal

The application seeks advertisement consent for the installation of an internally illuminated sign on the front elevation of a restaurant / takeaway unit within the site.

Site Description

The site comprises a single storey building and an associated yard area on land to the east of Boston Road in Holbeach. The site was previously occupied by Jewsons which was a retail unit. The building is now used as a hand car wash site and a tyre fitting facility. Planning permission has also been granted for a hot food takeaway within the site; however, this permission appears not to have been implemented yet.

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

H09-0051-86: (Advertisement Consent) Fascia sign - approved 06 March 1986

H09-0590-24: (Full Application) Change of use from Retail (Class E) to (Sui Generis) Hand Car Wash with elevation alterations to existing building - approved 27 January 2025

H09-0563-25: (Full Application) Change of use of part of existing car wash to restaurant (Use Class E) and take away (Sui Generis) with installation of extraction flue system, new shop front and rear single storey extension - approved 22 August 2025

H09-0753-25 (Discharge of Conditions) Details of proposed bollards (Condition 3 of H09-0590-24) - approved 03 September 2025

H09-1041-25: (Full Application) Change of use part of existing Car Wash into Car Wash and Tyre Fitters (Sui Generis Use) (Retrospective) - approved 16 December 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.

Conservation Officer: The proposal 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 representations from members of the public 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:

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

These matters are assessed in turn below.

Visual and Heritage 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.

Policy 29 of the Local Plan requires proposal 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.

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).

The application seeks advertisement consent for the installation of an illuminated sign above a commercial unit frontage. The sign is proposed to measure 4.25m by 0.9m and to have a maximum illuminance of 250 candela per square metre (cdm²).

The surrounding area features a mixture of commercial and residential uses, with a supermarket to the north and various commercial units to the south. 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 due to the surrounding context of the site which includes commercial development.

Therefore, the proposal would not cause an adverse impact to the character or appearance of the area in accordance with Policies 2, 3 and 29 of the Local Plan and Sections 12 and 16 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 proposed sign would be positioned a suitable distance from any neighbouring dwelling to prevent any significant amenity impact. Furthermore, the proposed maximum illuminance of 250 cdm² is not expected to result in an unacceptable degree of brightness given that this is a relatively low brightness for an external sign.

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 reviewed the proposals and have set out that they have no concerns with the proposals in terms of highway safety. 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

As detailed above, Section 38 (6) of the Planning and Compulsory Purchase Act 2004, as amended, requires that the Local Planning Authority makes decisions in accordance with the adopted Development Plan, unless material considerations indicate otherwise.

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.