BRIAN SMITH DipTP MRTPI District Planning Officer

Planning Department
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161

SOUTH HOLLAND DISTRICT COUNCIL

Town and Country Planning Act 1990

Advertisement Consent

Reference: H10/1336/91 Received:16-DEC-91 Type:ADVERTISEMENT

Name: Haywards Foods Limited
Bridge Road
Long Sutton
Spalding
Lincs PE12 9EQ

Agent: Pearce Signs (Midland)
Lunsford Road
Leicester
LE5 0HJ

Description: Erection of panel sign

Location : Haywards Foods Limited Bridge Road
Long Sutton Spalding Lincs

South Holland District Council hereby give notice that CONSENT HAS BEEN GRANTED for the display of advertisements in accordance with the application and plans submitted, subject to the following conditions:

1 (a) All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local planning Authority;
(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
(c) Where any advertisement is required under the Regulations to be removed, the removals shall be carried out to the reasonable satisfaction of the Local Planning Authority;
(d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
(f) This consent shall be for a period of five years.

Reason: Required by the Town and Country Planning (Control of Advertisements) Regulations 1989.

2 The brightness of the advertisement hereby granted consent shall not exceed 400 candelas/sq metre.

Reason: In the interests of the visual amenity of the locality.

BRIAN SMITH Dip TP MRTPI District Planning Officer

Planning Department
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161

SOUTH HOLLAND DISTRICT COUNCIL

Director of Planning and Building Control Services
16-MAR-92 H10/1336/91

This decision refers only to that required for the purposes of the Town and Country Planning Act and not for Building Regulations or any other legislation. See enclosed notes relating to rights of appeal.

HREE COPIES REQUIRED

ADVERTISEMENT APPLICATION

For office use only
Application No. H22/1092/85
Date Registered 05 NOV 1985
Grid Reference 529200 325410.

1. Please complete in block letters
NAME AND ADDRESS OF APPLICANT

LINGARDEN LIMITED,
WESTON,
SPALDING, LINCOLNSHIRE.

Tel. No. 04063 70544

NAME AND ADDRESS OF AGENT
(if form completed by agent)
JOHN ROBERTS ASSOCIATES,
1 JAMES STREET,
LINCOLN.

Tel. No. 0522 33441
(Personal contact name) (MR. R. OLDHAM OR MR. C. DULLER)

Please complete in block letters
FULL POSTAL ADDRESS OF THE APPLICATION SITE

AS ABOVE

Please complete in block letters
BRIEF DESCRIPTION OF ADVERTISEMENT PROPOSED
(e.g. fascia sign, projecting box sign)

SIGN - MAXIMUM PROJECTION 50MM FROM CLADDING.

Please complete
I attach the necessary plans and I enclose the fee of £

Signed John A Roberts JOHN ROBERTS ASSOCIATES (Applicant/Agent) Date 5 NOVEMBER 1985

Please complete **all** the sections below

2. **SITE DETAILS**	
State the present use of the land or buildings:	AGRICULTURAL BUILDINGS
What is the applicant's interest in the site? (e.g. owner, tenant)	OWNER
Has a planning application also been submitted for related proposals?	State Yes or No: YES
If so, please describe the proposal or give planning reference.	H22/188/85/5346

3. **ADVERTISEMENT DETAILS**	
Will the advertisement be illuminated?	State Yes or No: YES
If so, describe the type of illumination (e.g. internal): state whether static or intermittent:	EXTERNAL FLOODLIGHTS MOUNTED ON PARAPET (STATIC LIGHTING)
State height of advertisement above ground level: dimensions of advertisement: size of letters or symbols: colours of letters and background:	5.00M 12.2M LONG x 3.0M HIGH 2.0 M HIGH (CAPITAL LETTERS) BLUE LETTERS ON YELLOW BACKGROUND.

4. **DURATION** Please state period consent is required for (max. 5 yrs).	5 YEARS

APPLICATION ASSESSMENT

Notes for Case Officer

Site Notes: Accuracy ✓ Neighbours Other

Boundaries Site Features Existing building blue sign large + to be visible from Tovil Road. No neighbours materially affected. No other signs at read site present

Inspected by: DMG
date: 13/1

Residents notified on site visit: None

Case Officer Conclusions (issues)

Case Officer Recommendations (summary) Granted 3/3 by committee
(details overleaf)

Delegation
Recommended approvals —

Confirmed by DMG 6/3
Case Officer:

Departure from policy — Yes ____ No ____

Ward member request — Yes ____ No ____

Recommend approval against material objection

Any objection received? No
If yes, is any obj. material? No
Yes
Yes ____ No ____

[Reason:

Other circumstances needing Committee decision

Yes ✓ Signed by Senior Officer
Signed .....
No ____

[Reason:

ALL OF ABOVE

Recommended refusals —

Refusal on adopted policy grounds on first applic.

No ____ Fill form (not first Submission)
Yes ____

ANY ONE OF ABOVE Other info. viz:
Signed .....

Committee report
Sub-Committee:
SV recommended .....
Ext/Int. recommended .....

Delegation confirmed by Senior Officer
.....

Recommendation/draft report produced ..... Issued / ....

F U R T H E R I N F O R M A T I O N / C O N S U L T A T I O N S

APPLICATION REF:

DIRECTIONS

		Siting	Design	Ext App	Access	Lands
Art 7 (Outlines)	RM :					
	Previous					
	Current					
	Required					

Reg 4 (or equiv) Scale drawing ..... Highway S/W ..... Agric appraisal .....

Precise details, for non-standard requirement:

72 24/12

CONSULTATION/PUBLICITY REQUIRED

Publicity : General
Departure
Setting of LB Viz

Consults : Dept of Transport
Env Health
Conservation consults : Local
Local & National
English Heritage LBC I, II*
Setting I, II*
Major Cà

Consultant : Name
Order No:

Other :

R E V A L I D A T I O N

Information satisfactory/unsatisfactory

Further direction - details:

Amended description:

Reconsultations required -
Parish Council
Ward Members
Residents
Advertise
Other

New valid date .....

Re-Registered .....
Ack/Reception/Filesheet .....
Consultation .....

ADMIN RECORD SHEET

INITIAL

Submitted Fee £ 25....

Receipt Issued ..... No. 1381.

Date First Received 18 DEC 1991.

REGISTRATION

REFERENCE ..H10/1336/91.....

Cross-Ref .....

N/A Date. 17/12/91

VALIDATION Date. 17/12/91.

Type ...ADVERT.... Earliest permission date (Cert B) .....

Site area ..... No. of dwellings ..... Floorspace .....

New build/site enlargement/redevelopment/change of use/extension/alteration

Earlier permission ref .....

RM:-	Siting	Design	Ext app	Access	Lands
Previous					
Current					

Description

Technical: Certificate ☐ Accuracy ☐
Site plans ☐ Incomplete form
Description ☐

S65 Advert required ☐ Expiry date .....

Fees: Nil fee - previous app ☐ Ref .....
- type ☐
Discounted fee ☐ Reason .....

Correct fee £ 25 Additional £ ..... Receipt no. .....

Refund £ ..... Issued .....

CONSTRAINTS Date. 18-10-91

Index Sheets 211... OS Nos ..... Grid Ref 545040 322210

Ward K.... Parish Little Sutton...

Inside IBD NO. Inside LP Area Yes.

TR Rural ☐ CA ☐
TR Bypass ☐ LB ☐ Grade
Level crossing ☐ TPO ☐
Footpath ☐ Other:

Linked to site.....Ref..... Linked to property.....Ref.....

Planning Records:
Earlier apps

B Reg Records:
Already submitted Ref.....
Requested .....

Inputs completed 23/12

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Planning Department
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Lincolnshire. PE11 2XE
Telephone: (0775) 761161

SOUTH HOLLAND DISTRICT COUNCIL

C Gmm

Application no: H10/1336/91 Type: ADVERTISEMENT

Applicant: Haywards Foods Limited
Tel: 0406 362101

Agent: Pearce Signs (Midland)
0533 760289

Description: Erection of panel sign

Location: Haywards Foods Limited
Bridge Road
Long Sutton
Spalding Lincs

Valid date:	16-DEC-91	Terminal date:	10-FEB-92
Target dates:		Target Committee:	21-JAN-92
To case officer	21-DEC-91	Report deadline:	07-JAN-92
Inspected by	26-DEC-91		
Extra contacts	31-DEC-91	Case Officer:	
Report if not clear by	20-JAN-92	D M GEDNEY	

DEVELOPMENT/CONSTRAINTS

Size:
Category:
Listed building:
Conservation Area:

CONSULTATIONS CARRIED OUT

		Sent	Expiry	
Clerk to Little Sutt	0406 363426	23-DEC-91	06-JAN-92	Comments
Cllr D A Tennant		23-DEC-91	06-JAN-92	
Cllr E J Clarey	0406 363141	23-DEC-91	06-JAN-92	
Cllr M D Booth	0406 350034	23-DEC-91	06-JAN-92	

L.C.C – No objections JS cs 2-1-92.

Town and Country Planning Act etc

DRAFT DECISION

Reference: H10/1336/91 Received:16-DEC-91 Type:ADVERTISEMENT

Name: Haywards Foods Limited
Bridge Road
Long Sutton
Spalding
Lincs PE12 9EQ

Agent: Pearce Signs (Midland)
Lunsford Road
Leicester
LE5 0HJ

Description: Erection of panel sign

Location : Haywards Foods Limited Bridge Road
Long Sutton Spalding Lincs

South Holland District Council hereby give notice
that permission has been granted/refused etc
on the following conditions/reasons:

1 (a) All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local planning Authority;
(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
(c) Where any advertisement is required under the Regulations to be removed, the removals shall be carried out to the reasonable satisfaction of the Local Planning Authority;
(d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
(f) This consent shall be for a period of five years.

Reason: Required by the Town and Country Planning (Control of Advertisements) Regulations 1989.

2 The brightness of the advertisement hereby granted consent shall not exceed [illegible] candelas/sq metre.

Reason: In the interests of the visual amenity of the locality.

Authorised to issue:

11-MAR-92 H10/1336/91 AD.....DC.....

APPLICATION REFERENCE: H10/1336/91 DATE RECEIVED: 16 12 91

APPLICANT: Haywards Foods Ltd
Bridge Road
Long Sutton
Spalding
Lincs
PE12 9EQ

AGENT: Pearce Signs
(Midland)
Lunsford Road
Leicester
LE5 0HJ

SOUTH HOLLAND DISTRICT COUNCIL
REPORT TO PLANNING COMMITTEE
Date -3 MAR 1992

TYPE: Advertisement

DESCRIPTION: Erection of panel sign

LOCATION: Haywards Foods Limited, Bridge Road, Long Sutton

Parish Council: No objection providing the lighting does not dazzle users of the A17 by-pass.

County Highways: No objections.

D.O.T: Response awaited.

PLANNING POLICIES/DOE ADVICE
Council's Policy "Brightness of illuminated signs".
Circular 15/89 - Control of Advertisements.

PLANNING ISSUES

1 The determining issue in this particular case is whether the proposal will have an adverse affect upon the amenities of the locality.

2 The panel sign in question would be positioned on the southern elevation of the building nearest to the A17 by-pass (approximately 450 metres). It would consist of blue and red detailing on a white background and would have dimensions of 6 metres x 2.4 metres. It would contain the words "Haywards Foods Limited" and would be illuminated externally by overhead lamps.

3 Planning permission has previously been refused for similar types of sign at Lingarden's premises at Weston (H22/0659/85) and also at Winters Lane, Long Sutton (H11/1132/81). The reasons in both cases were that the signs would, when illuminated, be an intrusive feature in the rural landscape and distract drivers using nearby roads.

CONCLUSIONS

1 The purpose of the sign would appear to be to draw the premises to the attention of drivers using the new A17 by-pass. This would include H.G.V.'s and would consequently encourage them to use Hundreds Lane.

2 In the light of the above, therefore, and also given the distance of the sign from the new A17, it is my opinion that the proposal would be an intrusive feature and also possibly

distract drivers using nearby major roads.

RECOMMENDATION - That the Director of Planning & Building Control Services be authorised to refuse planning permission for the following reasons(s):-

1 In the opinion of the Local Planning Authority, the proposed sign would by reason of its size and illumination be an intrusive feature in the rural landscape.

2 Any other reasons requested by the Department of Transport.

ADDENDUM

At the Planning Committee Meeting held on the 12 February 1992, it was resolved that the application be deferred awaiting advice from the Department of Transport.

I have had discussions with the same and have mentioned the fact that the aim of the sign would appear to be to attract the attention of users of the new A17 and would possibly lead to HGV,s using Hundreds Lane.

However, the Department of Transport have now informally stated (a formal response has not yet been received) that a weight restriction of 7.5 tonnes is currently in operation for Hundreds Lane (except for access) and that they do not object to the proposed sign in principle, subject to a condition being imposed restricting its brightness.

RECOMMENDATION: That subject to receipt of the Department of Transport formal response the Director of Planning and Building Control Services be authorised to refuse planning permission for the following reason.

1 In the opinion of the Local Planning Authority, the proposed sign would by reason of its size and illumination be an intrusive feature in the rural landscape, detrimental to the visual amenities of the locality.

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168. PLANNING APPLICATIONS (Continued)

(d) **Applications Approved Subject to Planning Obligations** (Continued)

Plan No. and Applicant	Proposal
H16/1161/91 Marville Properties	Change of use to offices at Telephone Exchange Buildings, Gore Lane, Spalding.

(To prohibit the use of any of the yard area for parking, except for caretaking staff and legitimate service/supply vehicles.)

H16/1162/91 Marville Properties	Change of use of repeater station to offices at Telephone Exchange, Gore Lane, Spalding.

(To prohibit the use of any of the yard area for parking, except for caretaking staff and legitimate service/supply vehicles.)

(e) **Applications Director of Planning and Building Control Services Authorised to Approve**

The Director of Planning and Building Control Services be authorised to grant the relevant permissions in accordance with his recommendations as amended where indicated in respect of the following proposals:-

Plan No. and Applicant		Proposal
H09/0103/92 Mr I B McEwan		Proposed block of up to 8 flats and vehicular parking at Fishpond Lane, Holbeach.
H18/0110/92 J W Trayford Limited	O.A.	Erect a pair of semi-detached dwellings with garages at OS Part 5046, Wharf Street, Sutton Bridge.

(It was also agreed that access arrangements would be left for consideration at detailed application stage.)

(f) **Advertisement Consent**

Consent be granted for the display of the undermentioned advertisement in accordance with the recommendations of the Director of Planning and Building Control Services and subject to standard advertising conditions:-

Plan No. and Applicant	Proposal
H10/1336/91 Haywards Foods Ltd	Erection of panel sign at Haywards Foods Limited, Bridge Road, Long Sutton.

(Subject to standard conditions and to an additional condition regulating the brightness of the sign.)

APPLICATION REFERENCE: H10/1336/91 DATE RECEIVED: 16 12 91

APPLICANT: Haywards Foods Ltd
Bridge Road
Long Sutton
Spalding
Lincs
PE12 9EQ

AGENT: Pearce Signs
(Midland)
Lunsford Road
Leicester
LE5 0HJ

TYPE: Advertisement

DESCRIPTION: Erection of panel sign

LOCATION: Haywards Foods Limited, Bridge Road, Long Sutton

Parish Council: No objection providing the lighting does not dazzle users of the A17 by-pass.

County Highways: No objections.

D.O.T: Response awaited.

PLANNING POLICIES/DOE ADVICE
Council's Policy "Brightness of illuminated signs".
Circular 15/89 - Control of Advertisements.

PLANNING ISSUES

1 The determining issue in this particular case is whether the proposal will have an adverse affect upon the amenities of the locality.

2 The panel sign in question would be positioned on the southern elevation of the building nearest to the A17 by-pass (approximately 450 metres). It would consist of blue and red detailing on a white background and would have dimensions of 6 metres x 2.4 metres. It would contain the words "Haywards Foods Limited" and would be illuminated externally by overhead lamps.

3 Planning permission has previously been refused for similar types of sign at Lingarden's premises at Weston (H22/0659/85) and also at Winters Lane, Long Sutton (H11/1132/81). The reasons in both cases were that the signs would, when illuminated, be an intrusive feature in the rural landscape and distract drivers using nearby roads.

CONCLUSIONS

1 The purpose of the sign would appear to be to draw the premises to the attention of drivers using the new A17 by-pass. This would include H.G.V.'s and would consequently encourage them to use Hundreds Lane.

2 In the light of the above, therefore, and also given the distance of the sign from the new A17, it is my opinion that the proposal would be an intrusive feature and also possibly

distract drivers using nearby major roads.

RECOMMENDATION - That the Director of Planning & Building Control Services be authorised to refuse planning permission for the following reasons(s):-

1 In the opinion of the Local Planning Authority, the proposed sign would by reason of its size and illumination be an intrusive feature in the rural landscape.

2 Any other reasons requested by the Department of Transport.

---

105. PLANNING APPLICATIONS (Continued)

(c) **Applications Deferred** (Continued)

Plan No. and Applicant		Proposal
H14/1144/91 Trademaster Construction		Bungalow and garage to include non compliance with Condition 5 of outline approval at John's Patch, Six House Bank, West Pinchbeck.

(Pending a site inspection to enable Members to assess the suitability of the site for the proposed development.)

H16/1225/91 Spalding Services & Social Club Ltd		Single sided sign on posts on riverside opposite 24 High Street, Spalding.

(Pending a site inspection to enable Members to assess the suitability of the site for the proposed development.)

(The Deputy Director of Planning and Building Control Services declared an indirect interest in the above application, and left the Council Chamber during consideration thereof.)

H13/1309/91 DGM Properties Ltd	O.A.	2 residential building plots and extension of access road at Station Yard, Off Station Road, Moulton.

(To enable the applicant to submit details of further noise amelioration measures to be undertaken to protect the proposed dwellings from noise from the adjoining potato storage building.)

H16/1328/91 Broadgate Homes	Residential development - Plots 48-63 - Detached bungalows at Daniels Acre, Lilburn Drive, Spalding.

(To enable the applicants to submit an overall development strategy in respect of the area.)

H10/1336/91 Haywards Foods Ltd	Panel sign at Haywards Foods Limited, Bridge Road, Long Sutton.

(Pending receipt of observations from the Department of Transport.)

H18/1377/91 S A Kenny	Change of use from agricultural barn to domestic dwelling at Avenue Farmhouse, Woad Lane, Sutton Bridge.

(Pending a site inspection to enable Members to assess the suitability of the site for the proposed development.)

H11/0408/88/C1 T W Suiter & Son Ltd	Screen fence details at Lime Walk, Long Sutton.

(Pending a site inspection to enable Members to assess whether the proposed development would result in adequate noise reduction.)

THE DEPARTMENT OF TRANSPORT

EAST MIDLANDS REGIONAL OFFICE
NETWORK MANAGEMENT AND CONSTRUCTION DIVISIONS
CRANBROOK HOUSE, CRANBROOK STREET
NOTTINGHAM NG1 1EY

TELEPHONE 0602 476121 Ext. 455
GTN 6202
FAX Ext. 560

The District Planning Officer
South Holland District Council
Council Offices
Priory Road
SPALDING
Lincolnshire
PE11 2EX

Your Ref: DMG/JP/H10/1336/91

Our Ref: EMCM 5065/05/TR51 Pt 3

Date: 11th March 1992

For the attention of D Gedney Esq

Dear Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGS 1989
ERECT ILLUMINATED SIGN AT
HAYWARDS FOODS LTD, BRIDGE ROAD, LITTLE SUTTON
A17 KING'S LYNN - NEWARK TRUNK ROAD

With reference to the control of advertisement application dated 5 February submitted by Pearce Signs (Midland) on behalf of Haywards Limited to display a static externally illuminated fascia sign at the above-mentioned location.

I would not wish to raise objection to the proposals as indicated on the deposited plan planning reference 1336/91 dated 16 December 1991, provided the maximum intensity of illumination does not exceed 400 cd/m² and that the light source shall not be directly visible to drivers on the trunk road.

Furthermore I should also be grateful if you would inform the applicant that the Department reserves the right to check at any time convenient to the Department, that the maximum level of illuminance quoted above is not exceeded.

Yours faithfully

J J BACH

cc C Briggs/Development Control Section, Lincs CC

S.H.D.C. PLANNING DEPT.
RECEIVED
13 MAR 1992
Attached at
DPO NEM
DOPO BS
JC ACP
Action by .....
Discuss with .....
Copy to .....
Date

The Department of Transport
Cranbrook House
Cranbrook Street
NOTTINGHAM

F.A.O. Mr J Bach

Mr D M Gedney

DMG/JP/H10/1336/91

5 February, 1992

Dear Sir

Planning Application H10/1336/91 - Erection of panel sign, Haywards Foods Ltd., Bridge Road, Long Sutton

I refer to the above planning application submitted by Haywards Foods Ltd and enclose a copy of the plans/application form for your assistance.

The panel sign in question would be positioned on the southern elevation of the building nearest to the A17 by-pass (approximately 450 metres) and would be illuminated externally by overhead lamps. I would therefore be pleased to receive your comments in respect of the proposal in the light of your Department's recent objections in respect of Long Sutton and Sutton Bridge Local Plan Policy II4.

It would appear that the aim of the sign is to attract the attention of users of the new A17 and would possibly lead to H.G.V. vehicles using Hundreds Lane, which I understand your Department would not wish to encourage.

I look forward to your response in respect of the above as soon as possible.

Yours faithfully

N R MIDLEN
PRINCIPAL PLANNING OFFICER

Encl.

Planning Decision Notices — Search 2757/88

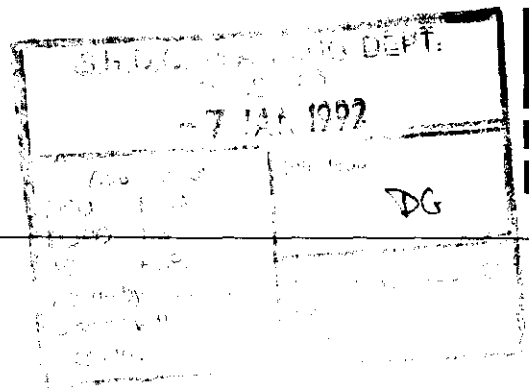
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1322/80
838/80
1260/85,
59/87,
494/87,
998/86,
60/87,
722/87,
1037/84,
656/86,
826/88,
461/85,
432/83,
279/87,
533/87,
425/87,
1162/84,
723/87
40/91
281/91
991/91

BRIAN SMITH Dip TP MRTPI District Planning Officer

Planning Department
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161



SOUTH HOLLAND DISTRICT COUNCIL

Application no: H10/1336/91

Applicant: Haywards Foods Limited
Bridge Road
Long Sutton
Spalding
Lincs PE12 9EQ

Agent: Pearce Signs (Midland)
Lunsford Road
Leicester
LE5 0HJ

Description: Erection of panel sign

Location: Haywards Foods Limited Bridge Road
Long Sutton Spalding Lincs

Type: ADVERTISEMENT

Date received: 16-DEC-91

23-DEC-91

Dear Sir/Madam

CONSULTATION WITH PARISH COUNCIL

I have received an application for the above proposal and enclose a copy for your information. Any observations which the Parish Council wish to make should be set out below and returned to me by 07-JAN-92. If no observations have been received by that date, it will be assumed that the Parish Council have no comments to make. The officer dealing with this application is D M GEDNEY

Yours faithfully
B SMITH
Director of Planning and Building Control Services

Clerk to Little Sutton PM
Derwent House
40A Station Road
Long Sutton, Spalding, Lincs
PE12 9BP

FOR PARISH COUNCIL USE ONLY

Comments: No objection - pending the lighting does not dazzle users of the A17 Bypass

Signed: J A Batchelor

Please read the notes overleaf before completing any part of this form

Application for consent to display an advertisement

Town and Country Planning Act 1971
Town and Country Planning
(Control of Advertisements) Regulations

Three completed copies of this form and drawings should be sent to the District Council

Application No.	H10/1336/91 For official use only
Date received	16 DEC 1991

1. Applicant (in block capitals)

Name HAYWARDS FOODS LTD

Address ...BRIDGE RD. LONG SUTTON SPALDING. LINCS PE12 9EQ

Tel. No. 0406 362101

Agent (if any) to whom correspondence should be sent (in block capitals)

Name Pearce Signs (Midland)

Address Lunsford Road
Leicester LE5 0HJ

Tel. No. (0533) 760289

2. Full address or location of the land or building on which the advertisement is to be displayed.

AS ABOVE

3. State the purpose for which the land or building is now used.

FACTORY

OFFICE COPY

4. (a) Is the applicant the owner of the land or building? YES

(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the advertisement been obtained? (see note 4).

5. State the *nature* of the *advertisement* (e.g. *hoarding, shop sign, projecting sign, etc.*)

PANEL SIGN

6. (a) Will the advertisement be illuminated? YES

(b) If so state the type of illumination (e.g. internally, externally, floodlighting, etc.), and the intensity (in candella/sq.m. or ft. lamberts). EXTERNAL FLOOD S. OVERHEAD

(c) Will the illumination be static or intermittent?

STATIC

7. Period for which consent is sought (see note 2).

MAX

8. Any additional information which the applicant may wish to supply.

I/We hereby apply for consent to display the advertisement as described in this application and the accompanying drawings and in accordance therewith.

Date 12-12-91

Signed .....

On behalf of PEARCE SIGNS MIDLAND.
(Insert applicant's name if signed by an agent)

TOWN AND COUNTRY PLANNING ACT 1971

ADVERTISEMENT REFUSAL

APPLICATION NO: H11/1132/81 17 DATE RECEIVED: 10/11/81

APPLICANT: Taylor-Gent Eng. Ltd
Winters Lane
Long Sutton
SPALDING
Lincs

AGENT: Status Design
2 Princes Street
Holbeach
SPALDING
Lincs

TYPE: Advert GRID REF: 543840 320860

DESCRIPTION: Display of illuminated sign (onto side of existing building)

LOCATION: Winters Lane, Long Sutton.

The South Holland District Council hereby give notice that CONSENT HAS BEEN REFUSED for the display of the advertisement for the following reason(s):

- In the opinion of the local planning authority the proposed sign would, when illuminated, be an intrusive feature and distract the attention of drivers using nearby roads.

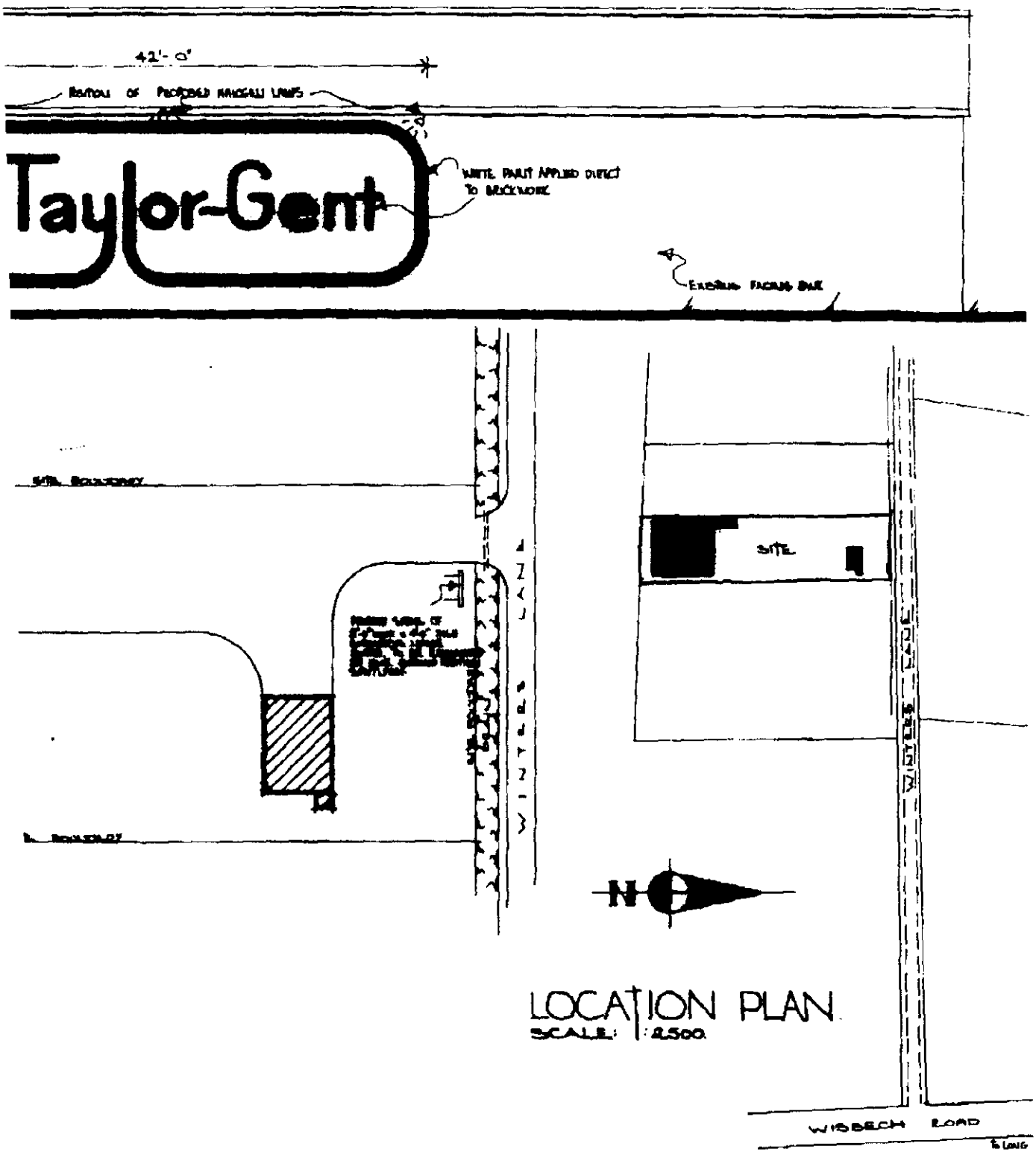
B. Smith,

DISTRICT PLANNING OFFICER

27th October 1982

SOUTH HOLLAND DISTRICT COUNCIL

B. SMITH M.R.T.P.I., DISTRICT PLANNING OFFICER
12 MARKET PLACE, SPALDING, LINCOLNSHIRE TELEPHONE: SPALDING 3272



LOCATION PLAN
SCALE: 1:2500

PLEASE REQUIRED

FOR OFFICE USE
Reference: A11/1132/81
Date received: 10 NOV 1981

SOUTH HOLLAND DISTRICT COUNCIL

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

TOWN AND COUNTRY PLANNING ACT 1971

THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1969 - 1974

1. APPLICANT (block capitals)

Full Name TAYLOR-GENT ENGINEERING LTD

Address WINTERS LANE, LONG SUTTON.

Tel No: HOLBEACH 363131

2. AGENT (if any) (block capitals)

Full Name STATUS DESIGN

Address 2 PRINCES STREET, HOLBEACH.

Tel No: HOLBEACH 24343

3. Full postal address or location of the land on which the advertisement is to be displayed WINTERS LANE, LONG SUTTON (ON SIDE OF EXISTING BUILDING).

4. State the purpose for which the land or building is now used

INDUSTRIAL

5. (a) Has the applicant an interest in the land? Yes/~~No~~

(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the advertisement been obtained? (See Note 4) Yes/No

6. State the nature of the advertisement (e.g. boarding, shop sign, projecting sign etc)

PAINTED BUSINESS NAME ONTO SIDE OF EXISTING BUILDING.

7. (a) Will the advertisement be illuminated? Yes/~~No~~

(b) If so state the type of illumination (e.g. internally, externally, floodlighting, etc)

FLOODLIGHTING

(c) Will the illumination be static or intermittent?

STATIC

8. Period for which consent is sought (see Note 2)

FIVE YEARS

9. Height of advertisement above ground level

17'-0"

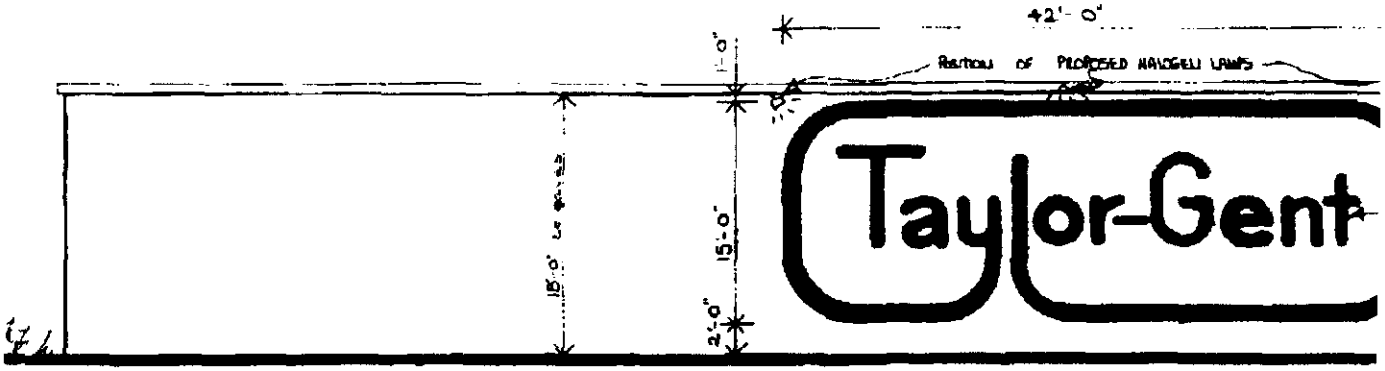
11. Any other information

Size and colours of any letters symbols

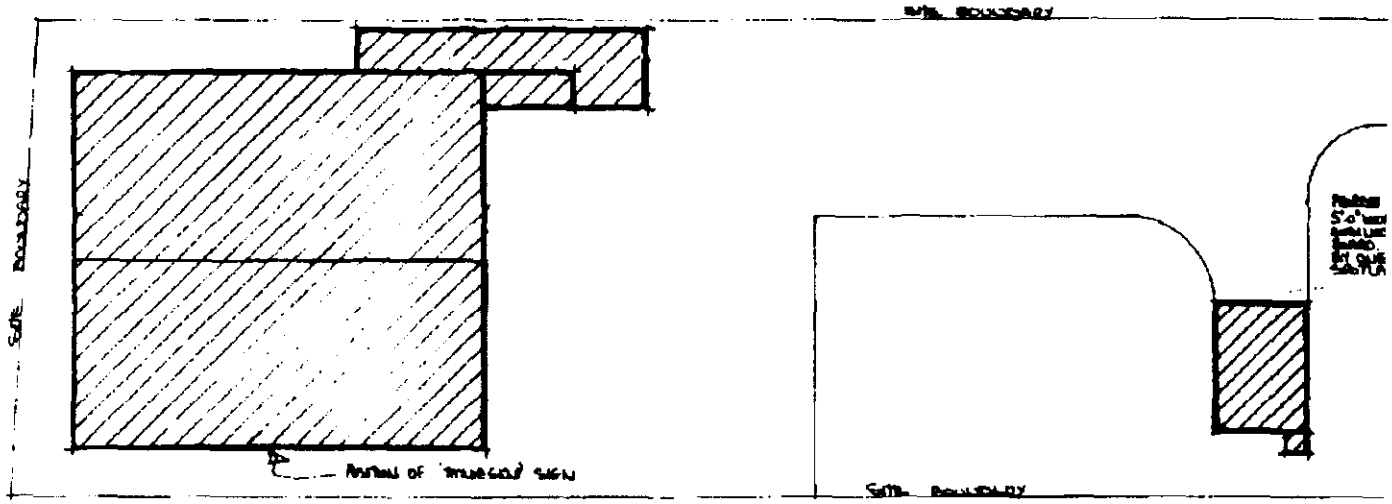
WHITE - 7'-0" HIGH LETTERING

Signed: .....

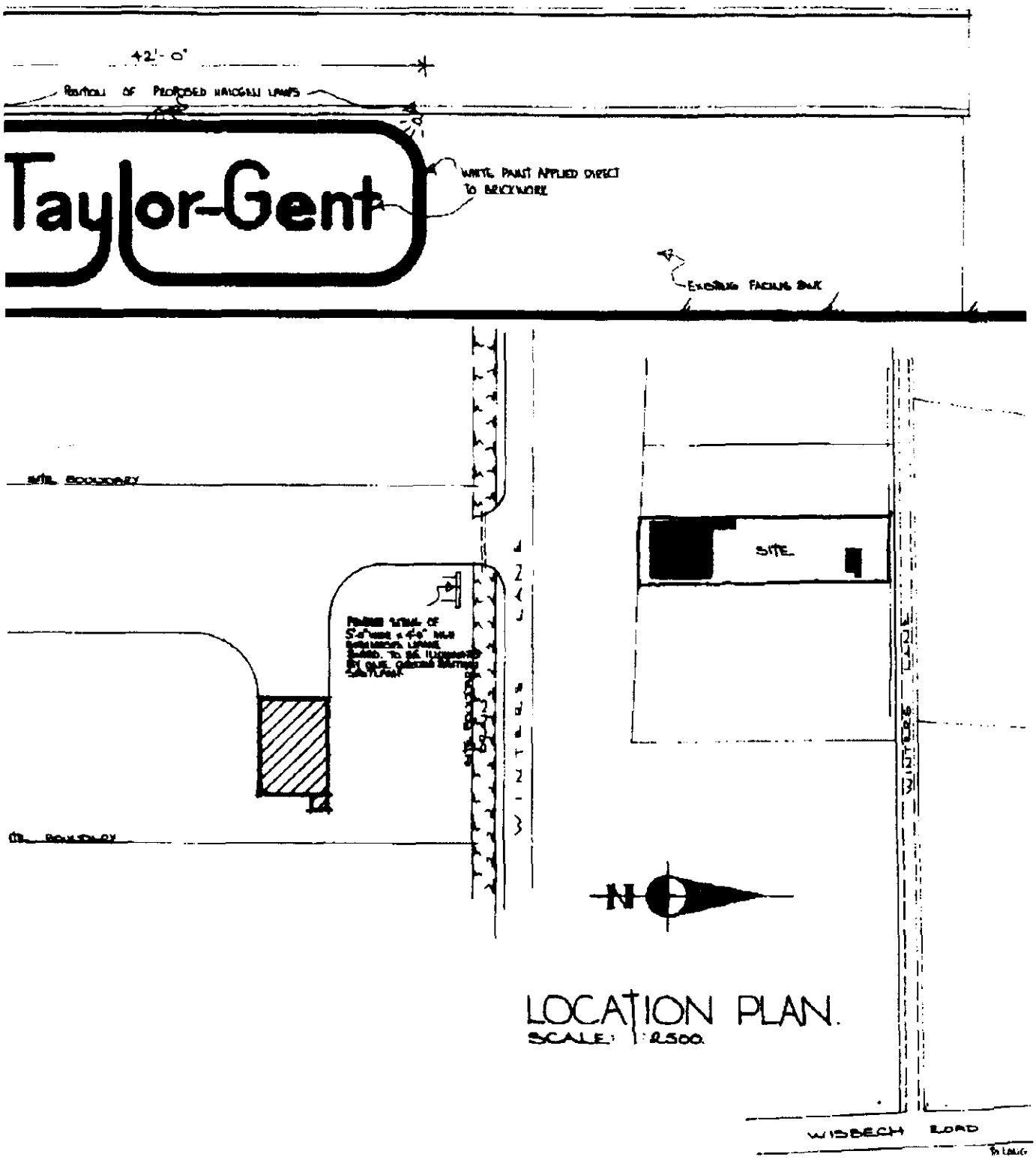
Date: 10 November 1981



EAST ELEVATION

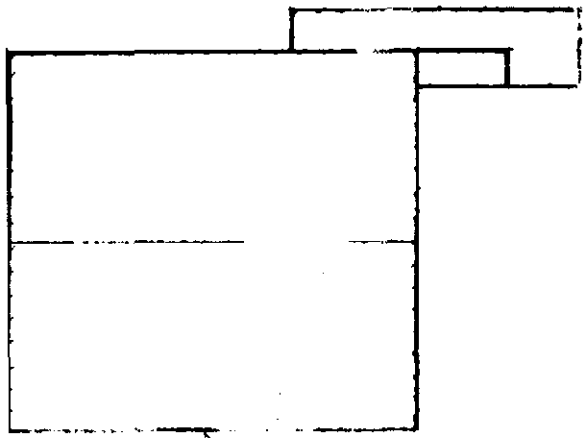


BLOCK PLAN
SCALE: 1:500

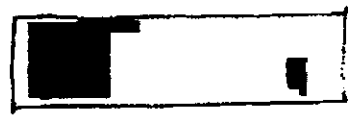


LOCATION PLAN.
SCALE: 1:2500

Taylor-Gent







App. + Forms

N13

TOWN AND COUNTRY PLANNING ACT 1971

ADVERTISEMENT REFUSAL

APPLICATION NO: H22/0659/85 1 X DATE RECEIVED: 02/07/85

APPLICANT: Lingarden Ltd
Weston
Nr SPALDING
Lincs

AGENT: John Roberts Associates
1 James Street
LINCOLN
LN2 1QD

TYPE: Advert GRID REF: 529200 325430

DESCRIPTION: Advertisement sign

LOCATION: Lingarden, Weston

The South Holland District Council hereby give notice that CONSENT HAS BEEN REFUSED for the display of the advertisement for the following reason(s):

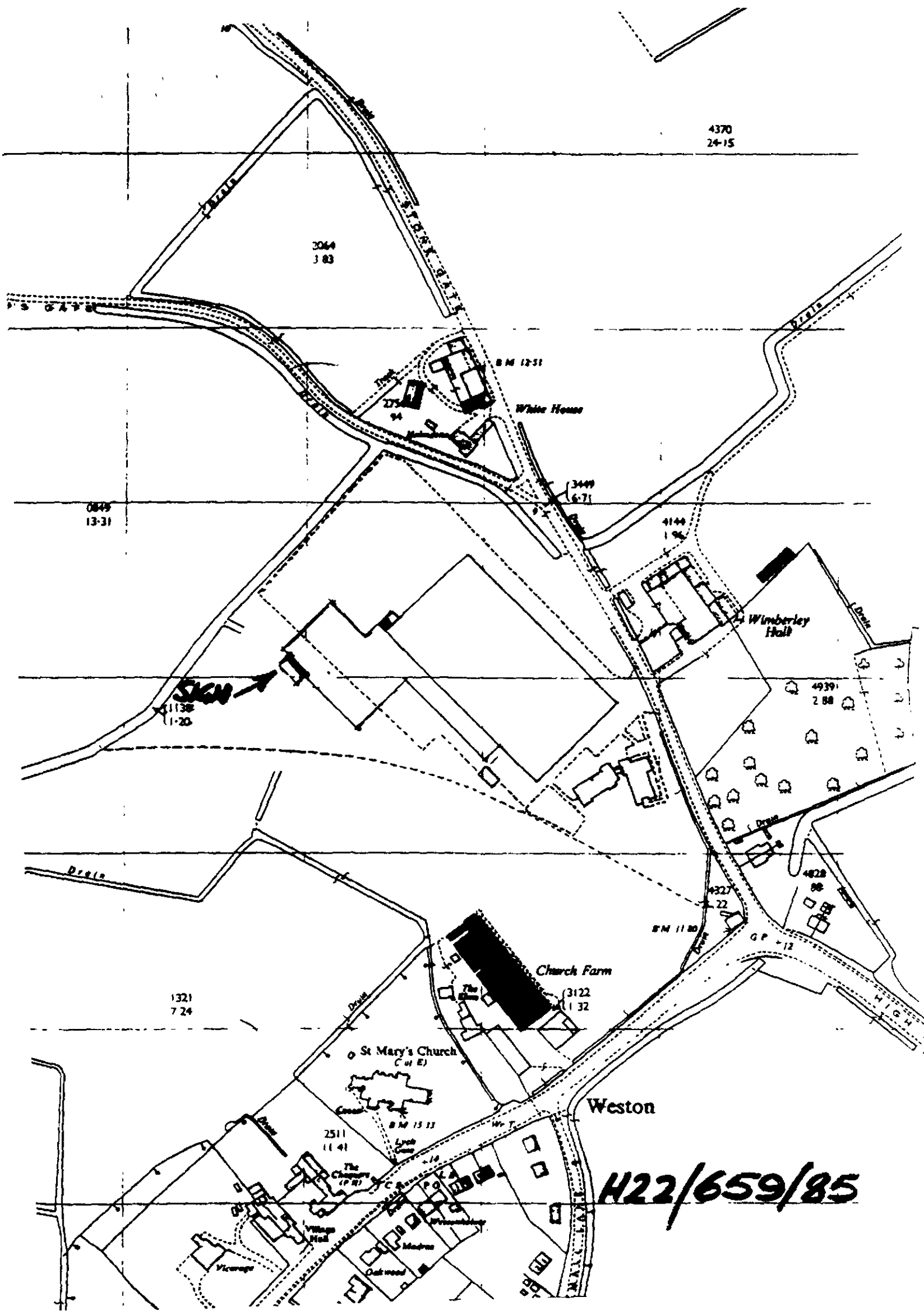
In the opinion of the Local Planning Authority, the proposed sign would, when illuminated, be an intrusive feature in the rural landscape and distract drivers using nearby roads.

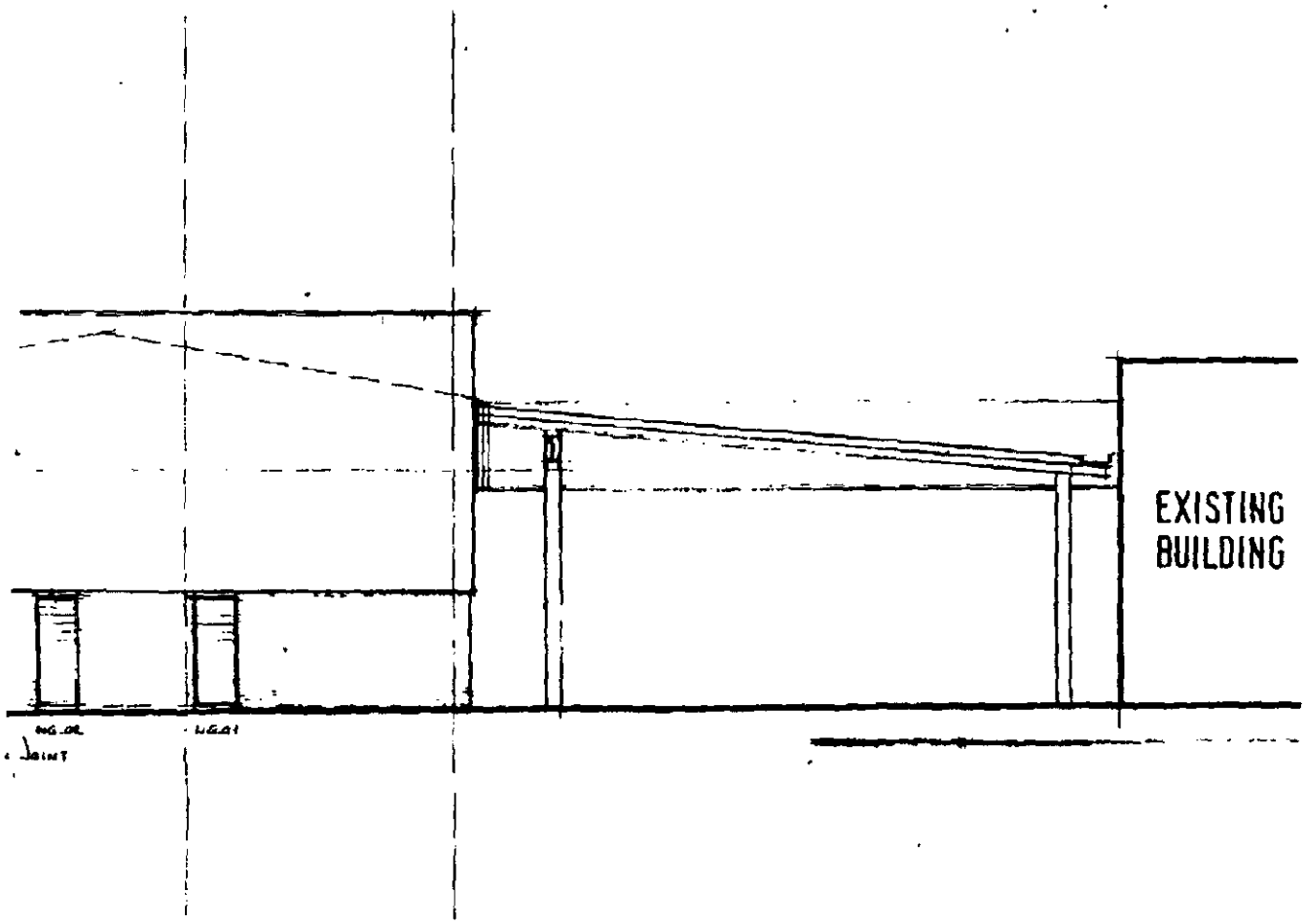
B. Smith

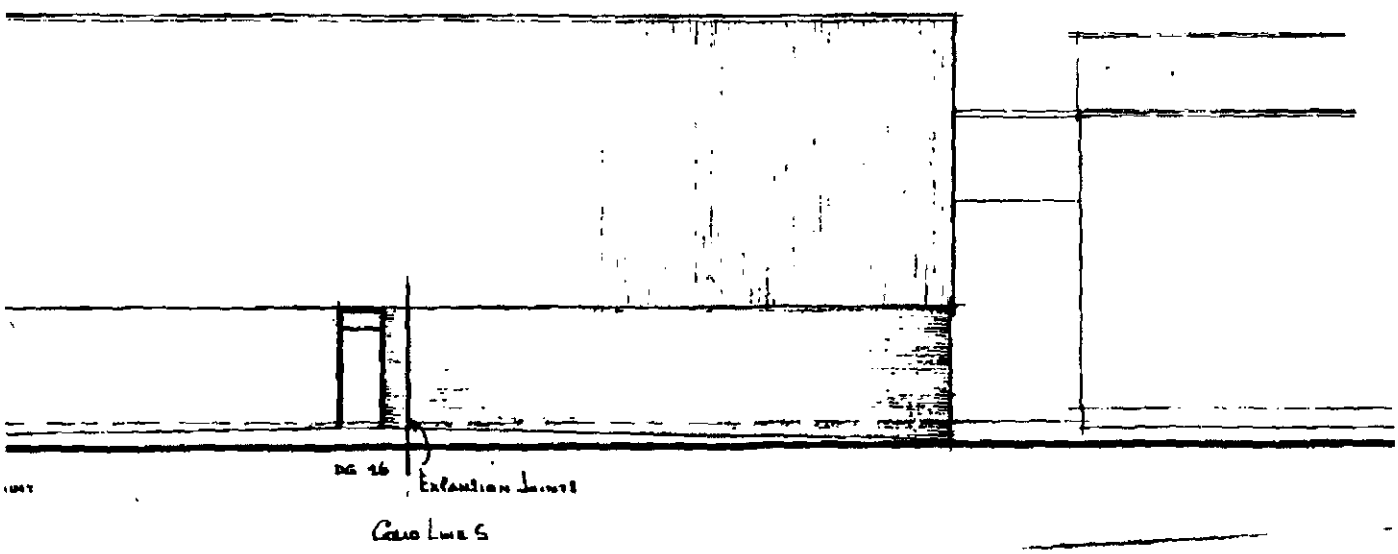
District Planning Officer (C)
3rd September, 1985

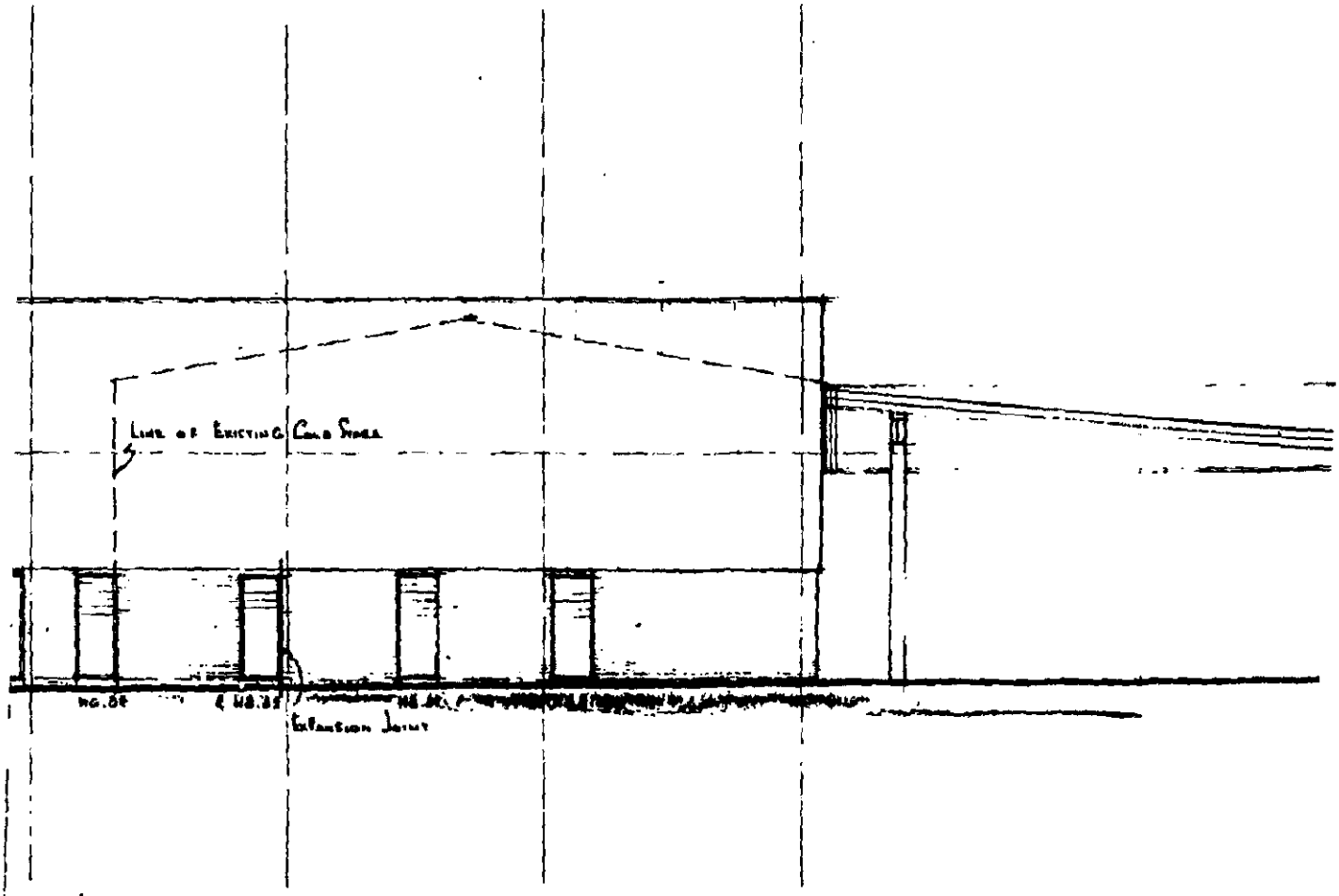
SOUTH HOLLAND DISTRICT COUNCIL

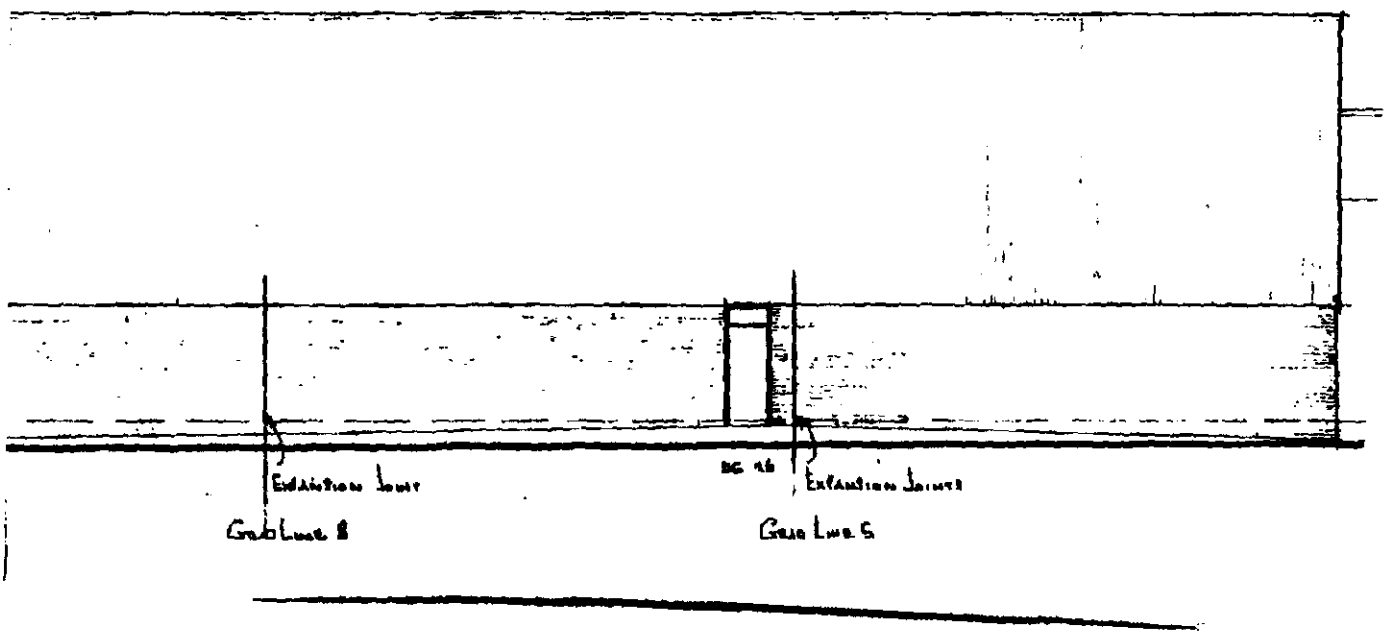
B. SMITH M.R.T.P.I., DISTRICT PLANNING OFFICER
CHATTERTON TOWER, WINFREY AVENUE, SPALDING, LINCOLNSHIRE TELEPHONE: SPALDING 61161

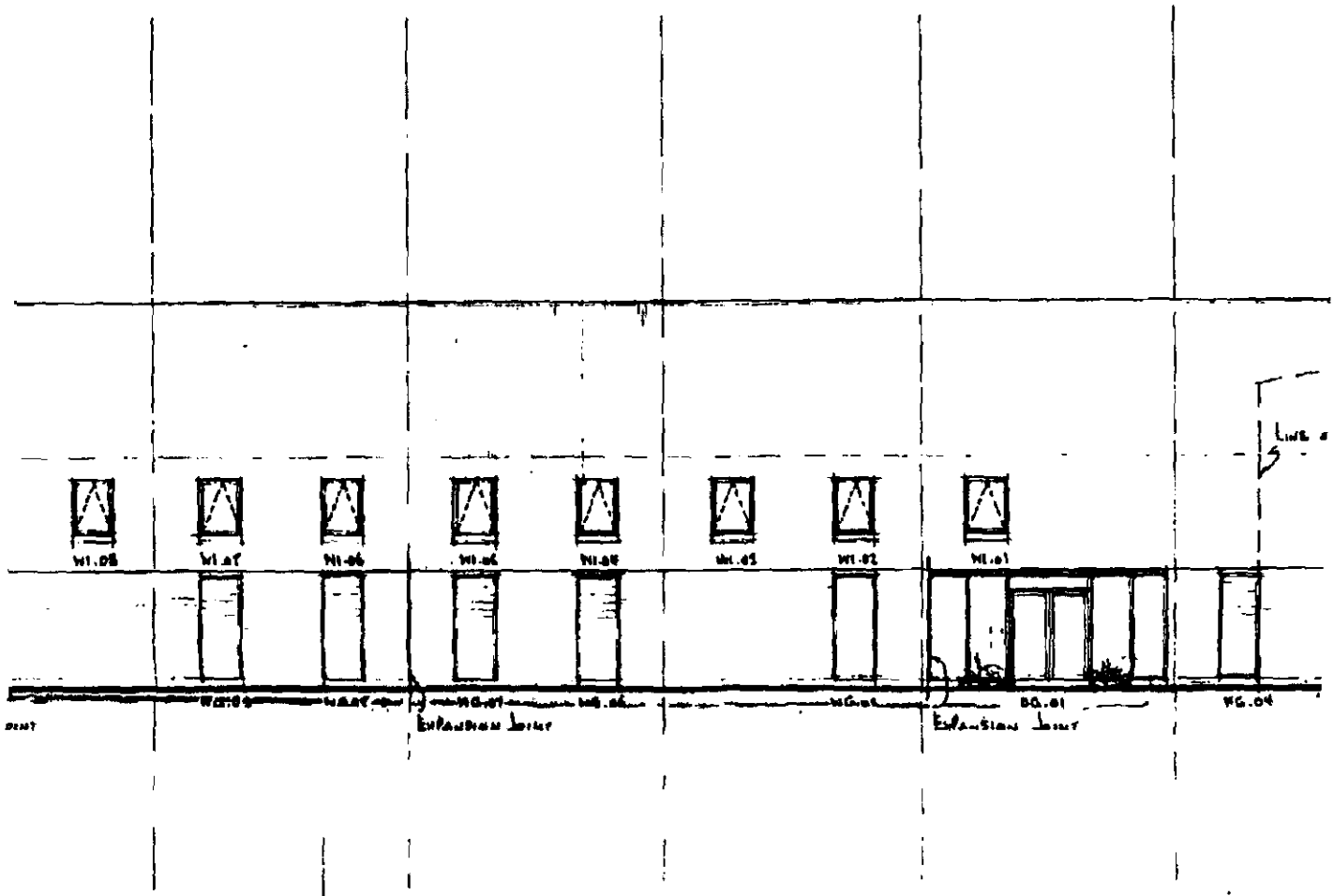

STONE GATE
White House
Wimberley Hall
SIGN
Church Farm
St Mary's Church
Weston
H22/659/85

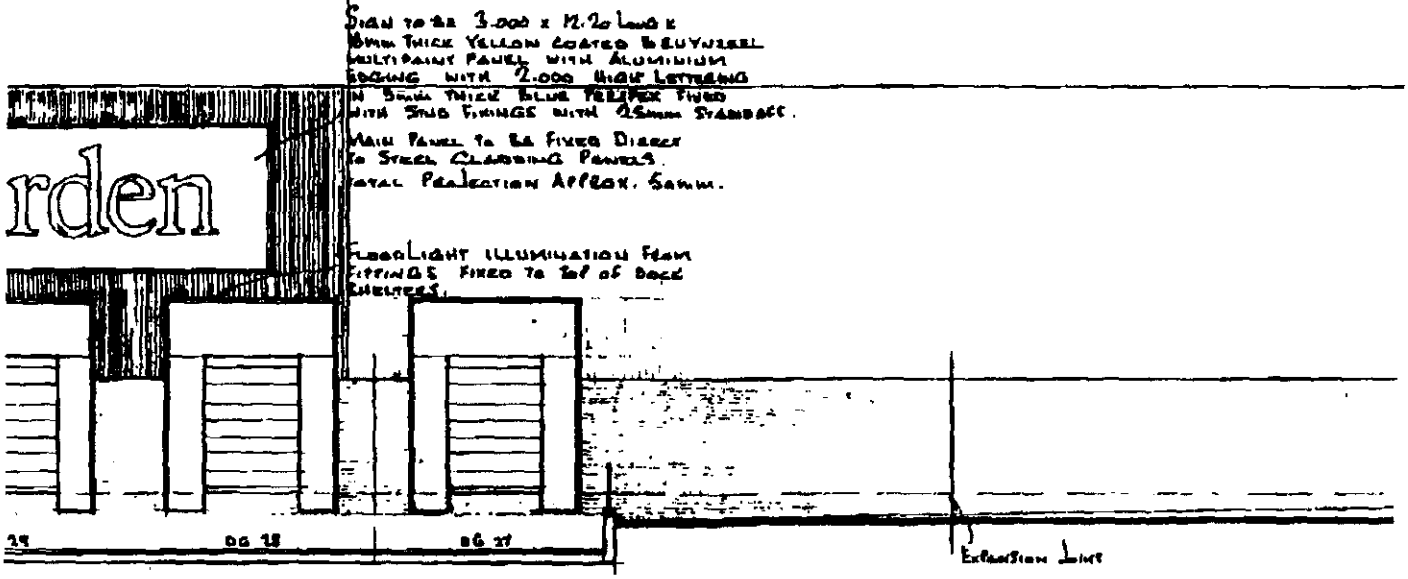

EXISTING
BUILDING




Line of Existing Cmu Stair
Expansion Joint


Expansion Joint
Expansion Joint
Grid Line B
Grid Line C

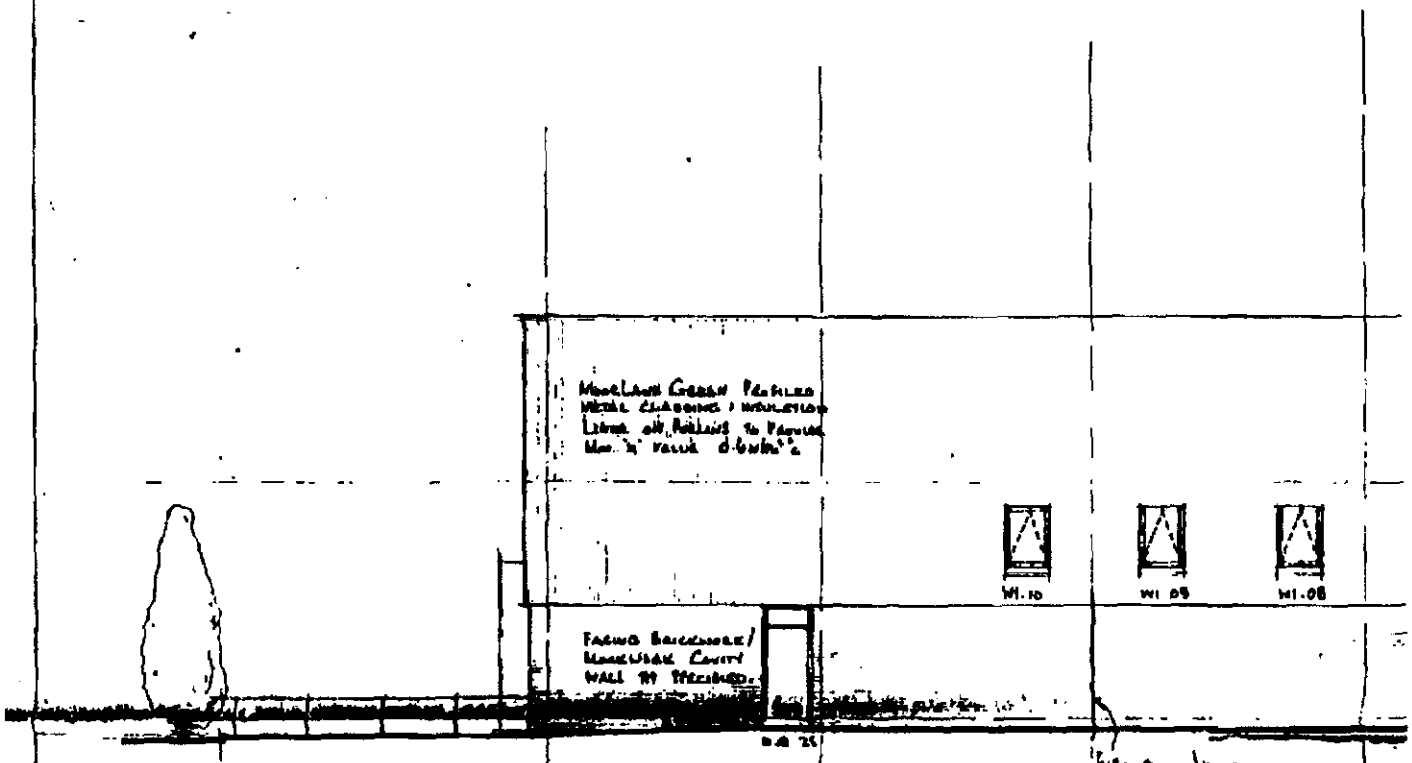




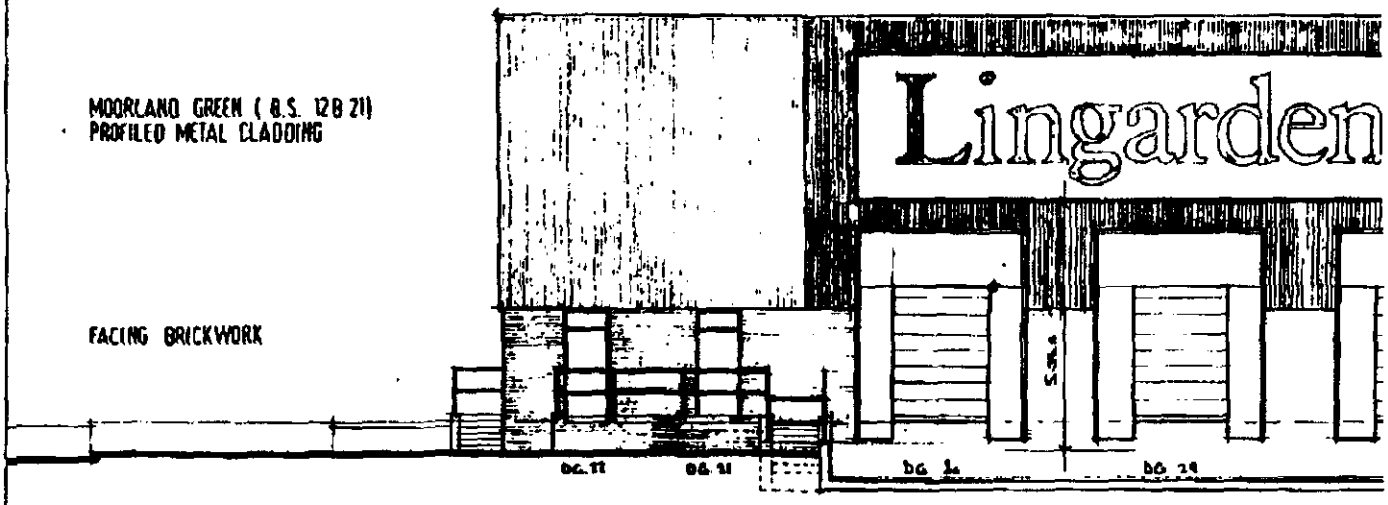
Sign to be 3.000 x 1.20 Long x
10mm Thick Yellow Coated Stainless
Multipaint Panel with Aluminium
Backing with 2.000 High Lettering
in 5mm Thick Blue Perspex Fixed
with Stud Fixings with 25mm Standoff.
Main Panel to be Fixed Direct
to Steel Cladding Panels.
Total Projection Approx. 54mm.

Floodlight Illumination From
Fittings Fixed to Top of Back
Shelter.

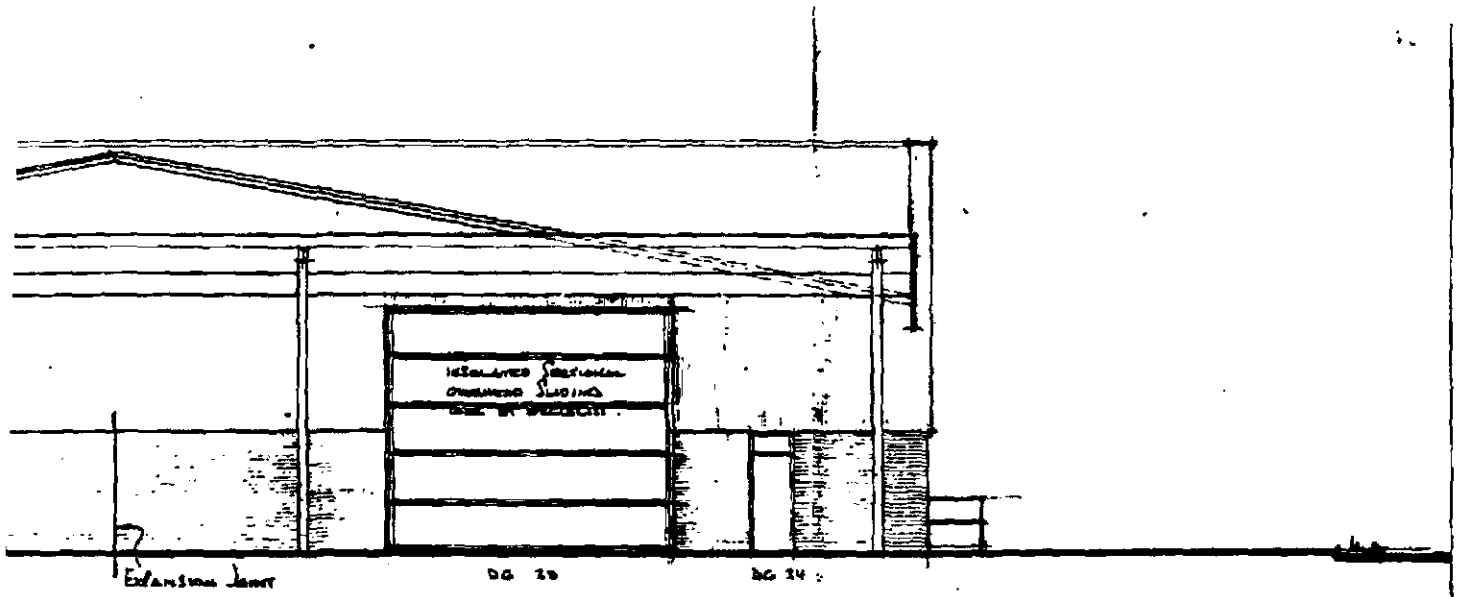
Grid Line 1b

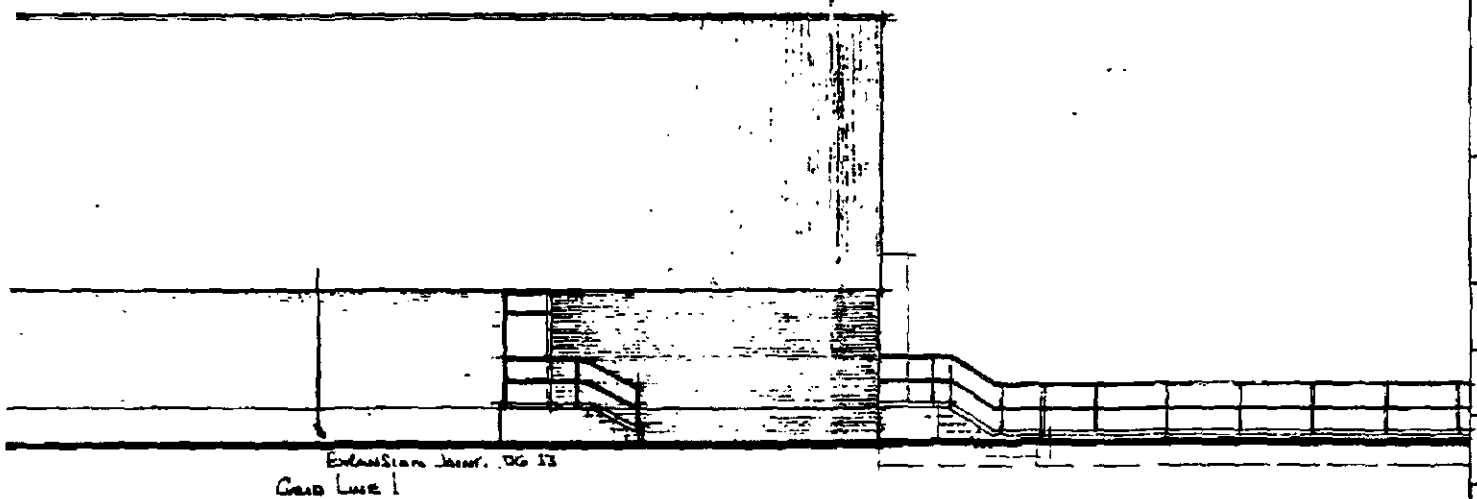


SOUTH-EAST ELEVATION



SOUTH-WEST ELEVATION



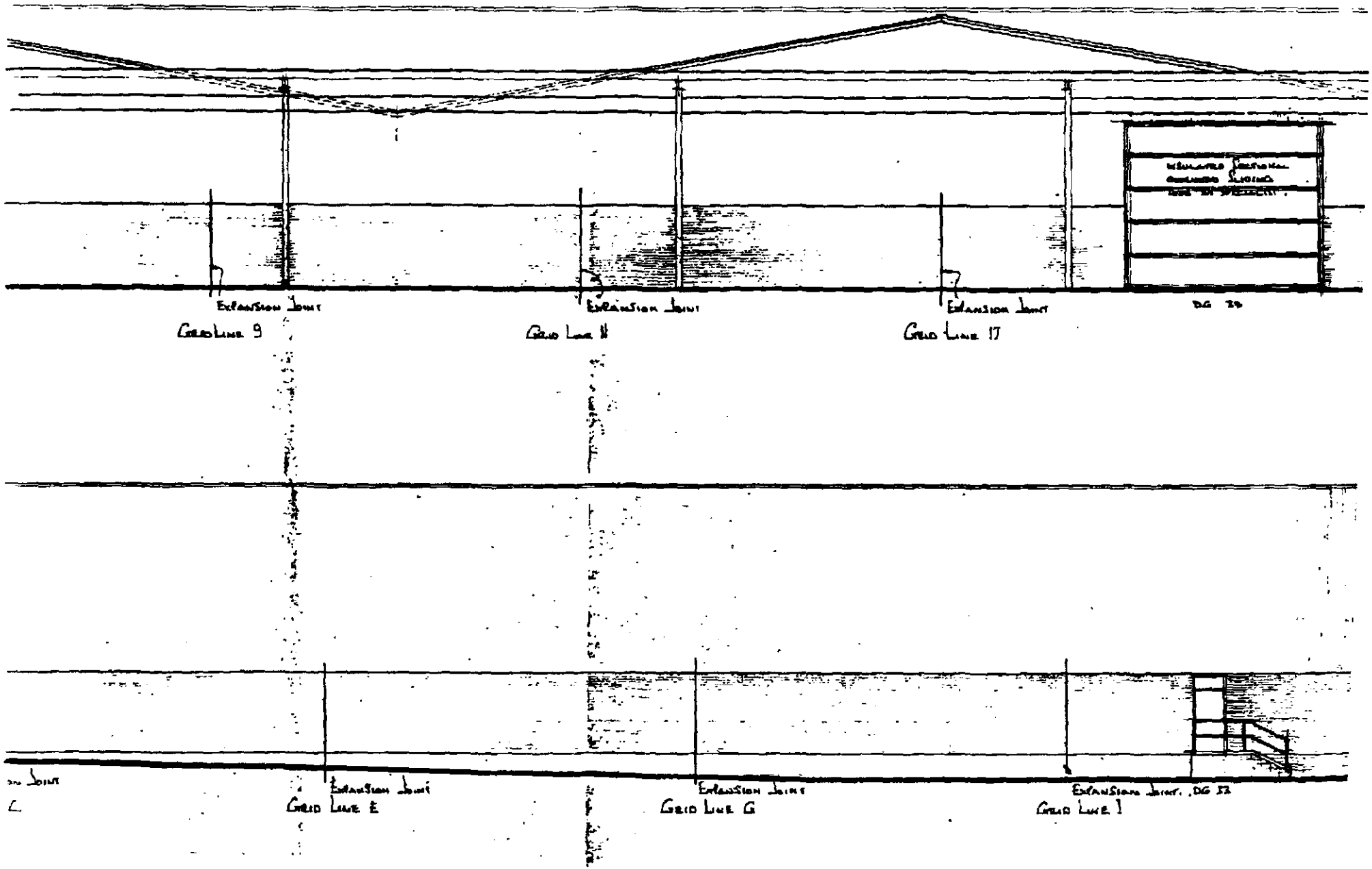


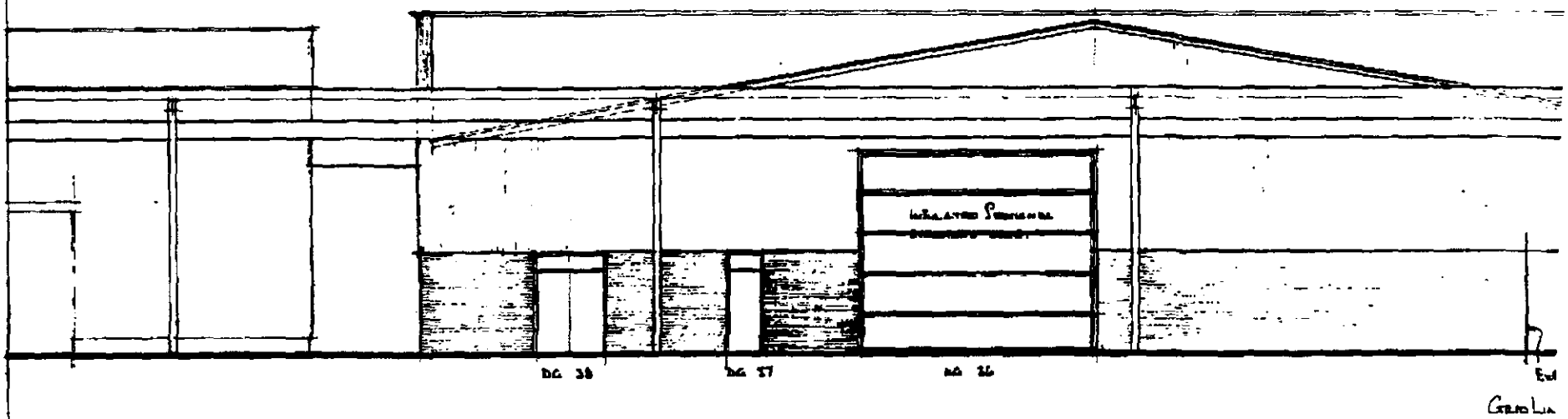
N.B. All Expansion Joints Shown Indicate Positions For Brickwork Only – Internal Joints To Be Arr Every Stanchion Grids

B. Sign Size Magnified And Rotation Added. 28.6.85

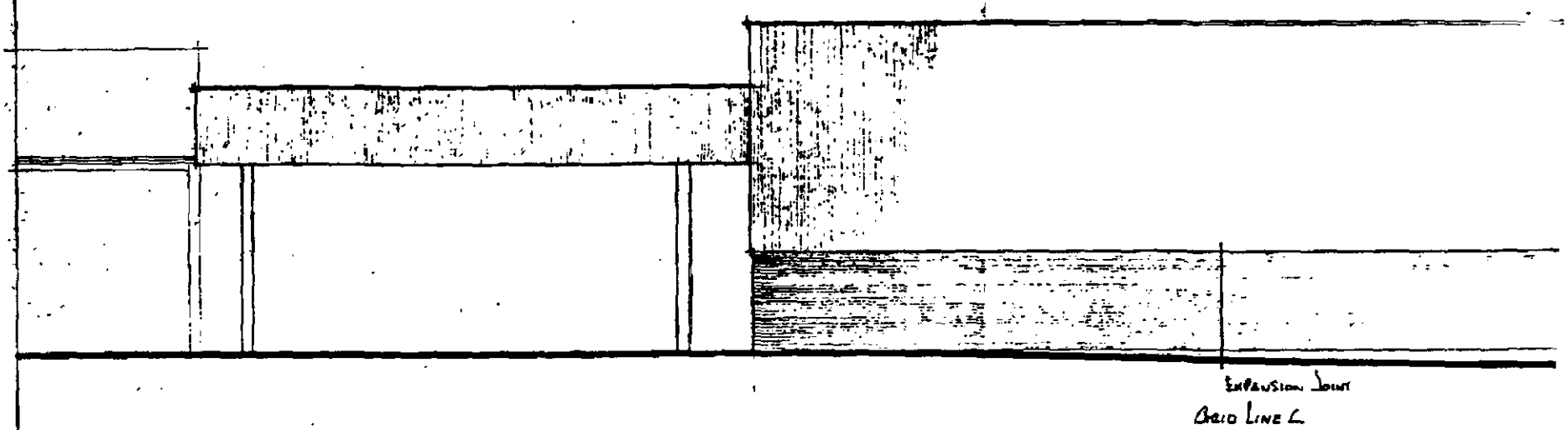
Revisions.

LINGARDEN LIMITED	client
PROPOSED UNIT	job
STONEGATE - WESTON - SPALDING -	site
ELEVATIONS [Working drawing]	drawing
1:100	scale
FEBRUARY 1985	date

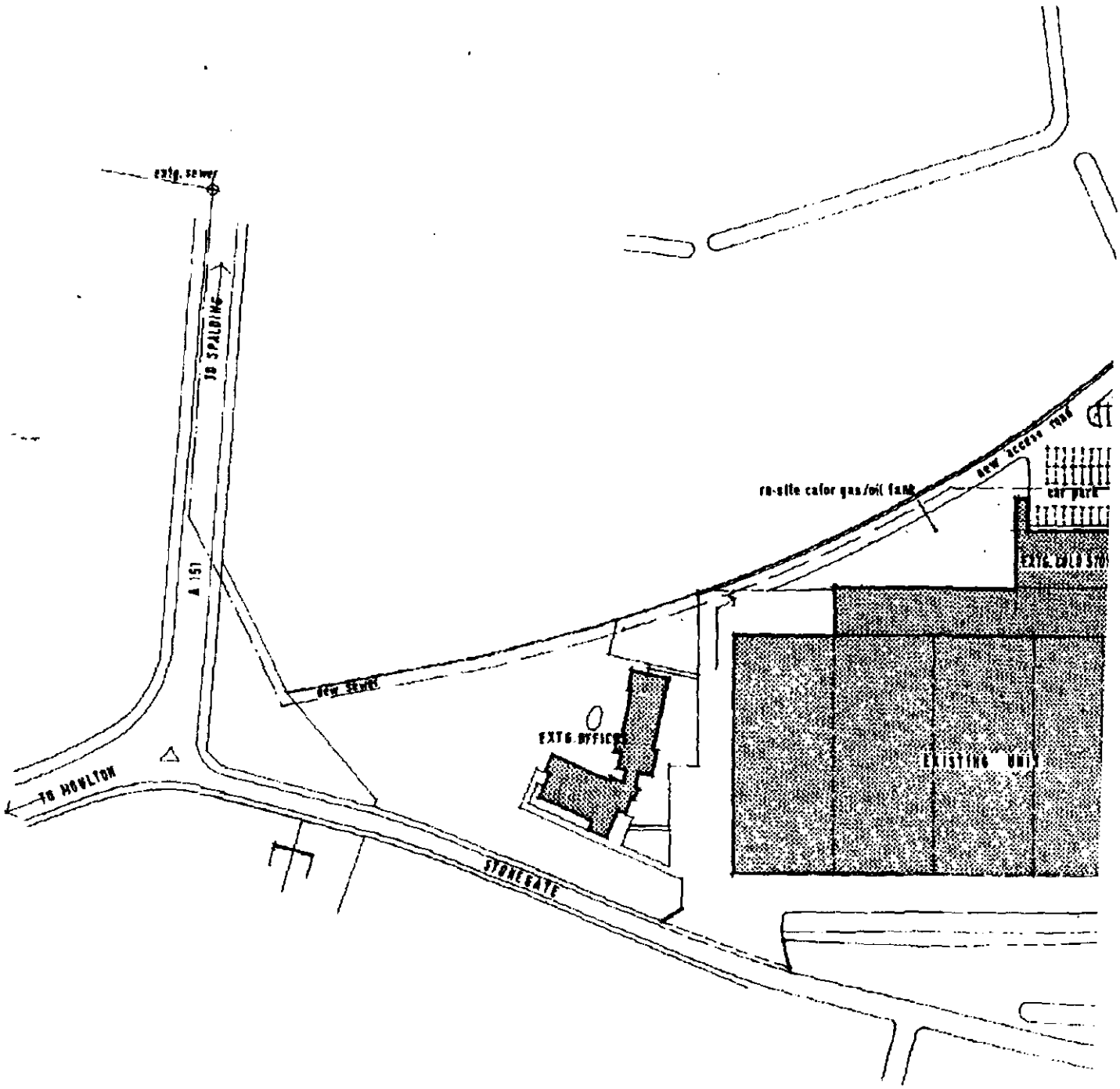

Expansion Joint
Grid Line 9
Expansion Joint
Grid Line 11
Expansion Joint
Grid Line 17
Grid Line E
Expansion Joint
Grid Line G
Expansion Joint
Grid Line J

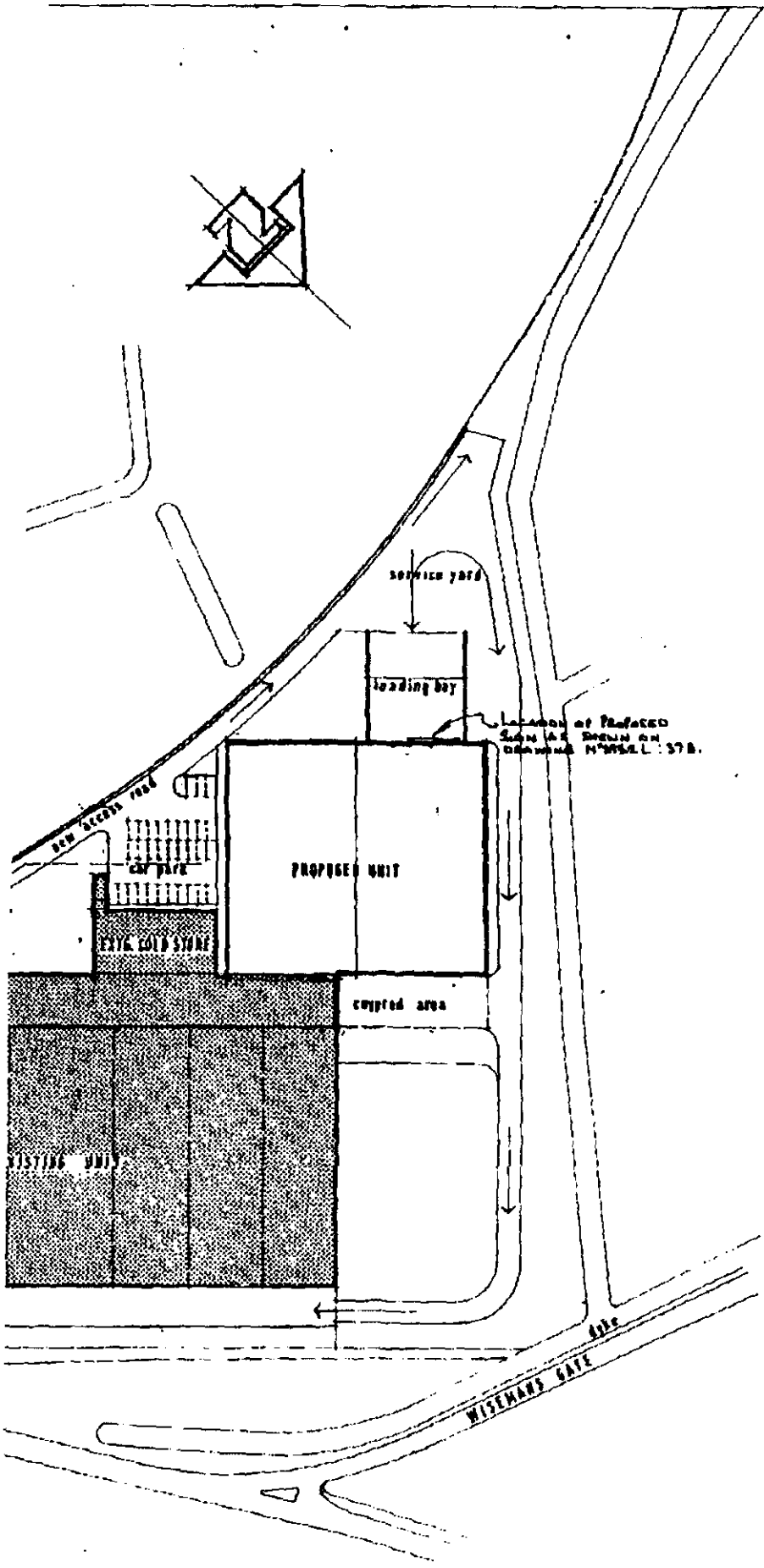


NORTH - EAST ELEVATION



NORTH - WEST ELEVATION


extg. sewer
TO SPALDING
A 151
new sewer
TO HOULTON
STONEGATE
new access road
car park
existing



ALL DIMENSIONS AND SETTING OUT ARE TO BE VERIFIED ON SITE AND ALL DISCREPANCIES REFERRED TO THIS ARCHITECT BEFORE WORK COMMENCES

SOUTH HOLLAND D.C.
PLAN DEPT.
- 2 JUL 1985
REF. H22/659/85

LINGARDEN LIMITED

PROPOSED UNIT

STONEGATE, WESTON, Nr SPALDING, LINC

SITE PLAN

1:1000

DECEMBER 1984

2932 L/21 B

copyright reserved

JOHN ROBERTS ASSOCIAT
ARCHITECTS
1, James Street ☎ 0522
Lincoln LN2 1QD
1, Devonshire Street ☎ 01 637
London W1N 1FX

Read notes overleaf before completing this form

FOR OFFICE USE
Reference: H22/659/
Date Received: 2 JUL 1985

3 copies required

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

5029200

325430.

PART 1

1. APPLICANT (block capitals)		AGENT (if any) (block capitals)	
Name	LINGARDEN LIMITED,	**Name**	JOHN ROBERTS ASSOCIATES,
Address	WESTON, SPALDING, LINCS.	**Address**	1 JAMES STREET, LINCOLN. LN2 1QD
Tel No:		**Tel No:**	(0522) 33441

2. SITE DETAILS	
a **Address or location of the land or building on which the advertisement is to be displayed**	LINGARDEN LIMITED PREMISES WESTON, SPALDING, LINCOLNSHIRE.
b **Applicant's interest in the land (e.g. Owner, tenant)**	OWNER
c **State the purpose for which the land or building is now used**	AGRICULTURAL BUILDINGS

3. PARTICULARS OF APPLICATION	
a **Nature of the advertisement (e.g. fascia, projecting sign)**	SIGN - MAX. PROJECTION 50MM FROM FACE OF CLADDING
b **Will the advertisement be illuminated**	YES
If so state the type of illumination (e.g. internally, externally)	EXTERNAL FLOODLIGHTS MOUNTED BELOW ON DOCK SHELTERS
Will the illumination be static or intermittent	STATIC
c **Size and colour of any letters or symbols**	2000M HIGH BLUE LETTERS ON YELLOW BACKGROUND
d **Height of advertisement above ground level (Measured to the bottom of advertisement)**	5.250M

4. Period for which consent is sought	MAXIMUM POSSIBLE

PART 2

Application is hereby made for consent to display the advertisement(s) described above and on the attached plans

Signed John A Roberts JOHN ROBERTS ASSOCIATES **Date** 2 July 85.

On behalf of LINGARDEN LIMITED

JC/N/6

Ref A 11/1131/81

SOUTH HOLLAND DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACT 1971

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1969-74

CONSENT TO DISPLAY ADVERTISEMENT

To Status Design
2 Princes Street
Holbeach, SPALDING, Lincs.

Whereas on the 19th day of November 19 81 you submitted an application on behalf of Taylor-Gent Engineering Ltd., Winter's Lane, LONG SUTTON. for consent to display the following:

Display of illuminated boarding sign at Winter's Lane, LONG SUTTON.

the South Holland District Council on the 20th January, 1982 decided as follows:

THAT CONSENT BE GRANTED, in accordance with the application and plans submitted, for a period of Five Years expiring on 20th January, 1987 subject to the following conditions:

1. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

2. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

3. Where any advertisement is required under the above Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. **The brightness of the advertisement hereby granted consent shall not exceed 200 ft lamberts.**

Reasons for conditions: 1 - 3. Imposed by virtue of the above Regulations.

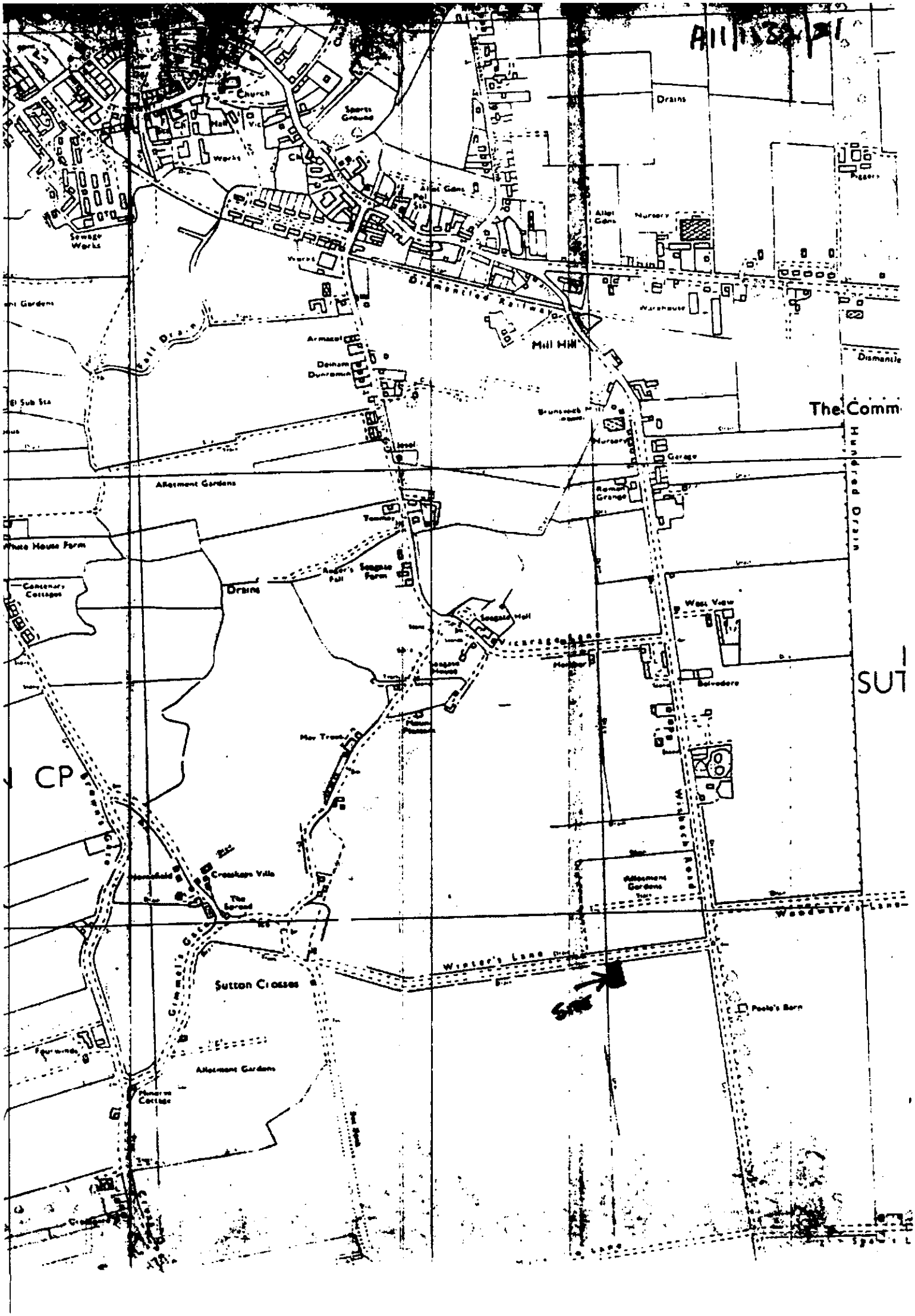
4. **In the interests of the visual amenity of the locality.**

Date 20th January, 1982

Signed B Smith
District Planning Officer

Council Offices
12 Market Place
SPALDING
Lincs

SEE NOTES ON REVERSE


Church
Sports Ground
Drains
Works
Sewage Works
Allot Gdns
Nursery
Warehouse
Dismantled Railway
Mill Hill
Dismantle
Armscot
Donnam
Duncroma
El Sub Sta
The Comm
Brunswick House
Nursery
Garage
Allotment Gardens
Romsey Grange
Hundred Foot Drain
White House Farm
Tannery
Andrew's Pill
Seagate Farm
Cemetery Cottages
Drains
Seagate Hall
West View
Belvedere
SUT
CP
Hay Trees
Allotment Gardens
Crosskeys Villa
The Spread
Winston's Lane
Sutton Crosses
Site
Poole's Barn
Allotment Gardens
Pinetum Cottage

COPIES REQUIRED

FOR OFFICE USE
Reference: A11/1130/81
Date received: 10 NOV 1981

SOUTH HOLLAND DISTRICT COUNCIL

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

TOWN AND COUNTRY PLANNING ACT 1971

THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1969 - 1974

1. APPLICANT (block capitals)

Full Name TAYLOR-GENT ENGINEERING LTD

Address WINTERS LANE, LONG SUTTON.

Tel No: HOLBEACH 363131

2. AGENT (if any) (block capitals)

Full Name STATUS DESIGN

Address 2 PRINCES STREET, HOLBEACH.

Tel No: HOLBEACH 24343

3. Full postal address or location of the land on which the advertisement is to be displayed

WINTERS LANE, LONG SUTTON.

4. State the purpose for which the land or building is now used

INDUSTRIAL

5. (a) Has the applicant an interest in the land? Yes/~~No~~

(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the advertisement been obtained? (See Note 4) Yes/No

6. State the nature of the advertisement (e.g. boarding, shop sign, projecting sign etc)

BOARDING

7. (a) Will the advertisement be illuminated? Yes/~~No~~

(b) If so state the type of illumination (e.g. internally, externally, floodlighting, etc)

FLOODLIGHTING

(c) Will the illumination be static or intermittent?

STATIC

8. Period for which consent is sought (see Note 2)

9. Height of advertisement above ground level

8'-0" TO TOP OF SIGN

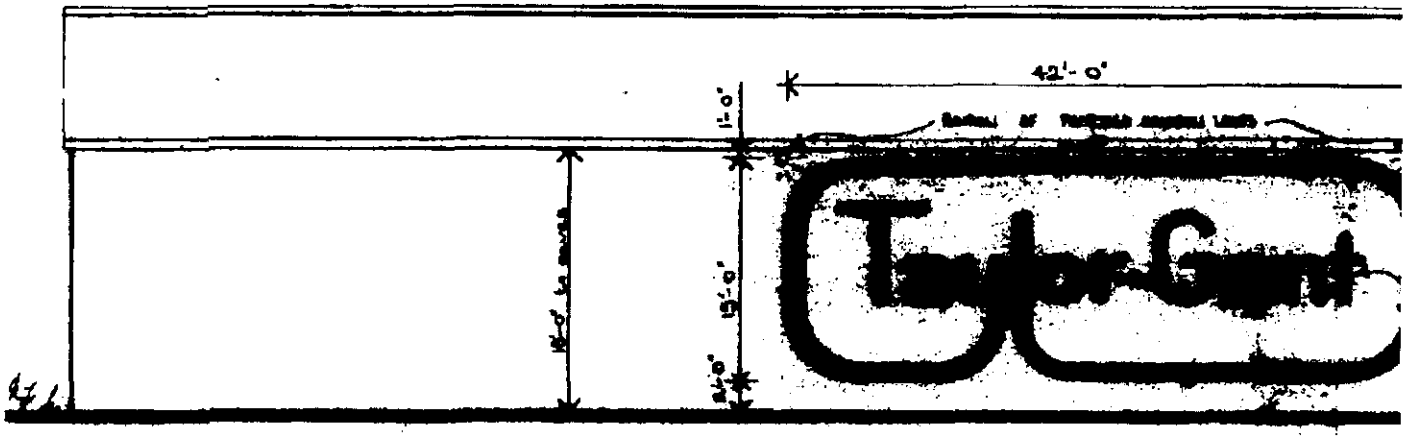
Size and colours of any letters symbols

BLACK LETTERING ON ORANGE BACKGROUND LETTERS APPROX. 9" MAX. HT.

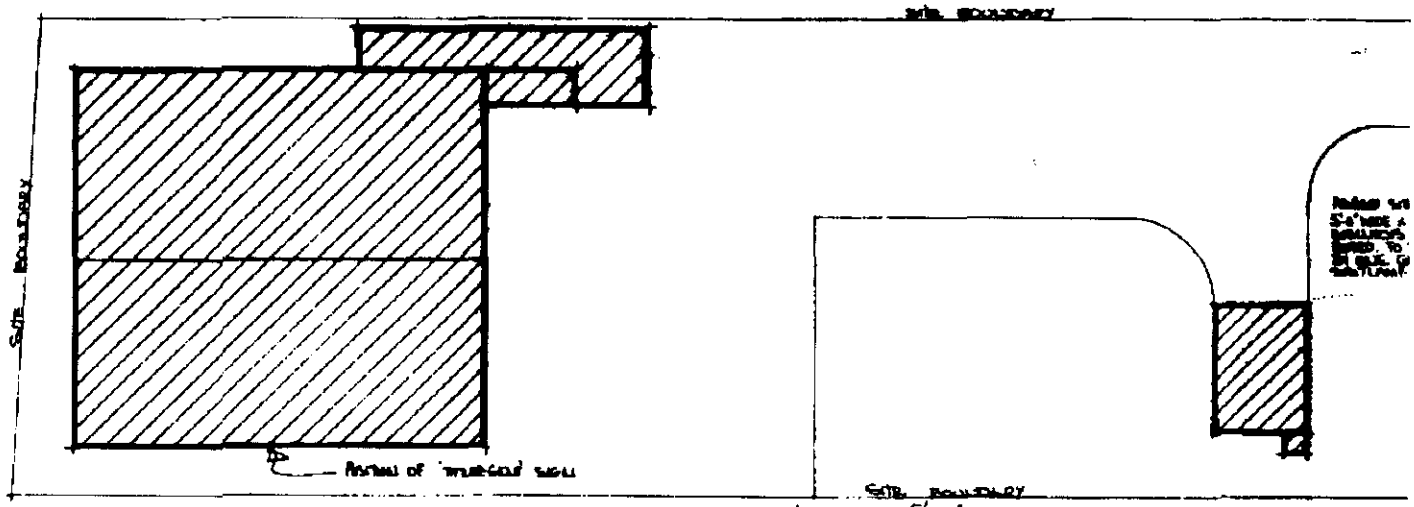
11. Any other information

Signed: .....

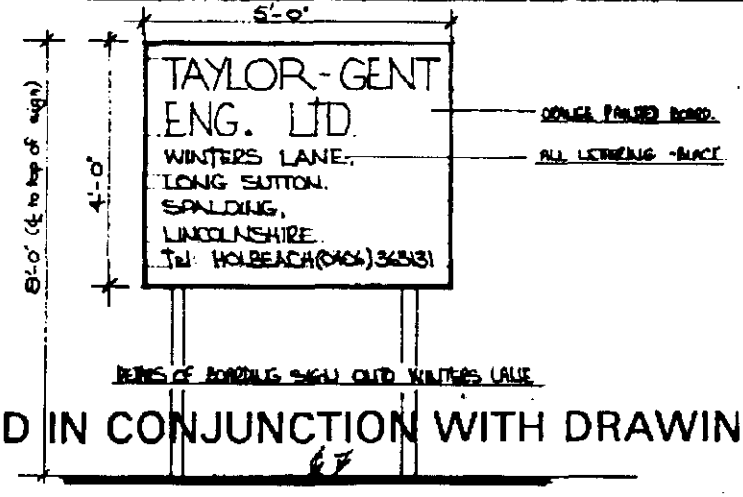
Date: 10 November 1981



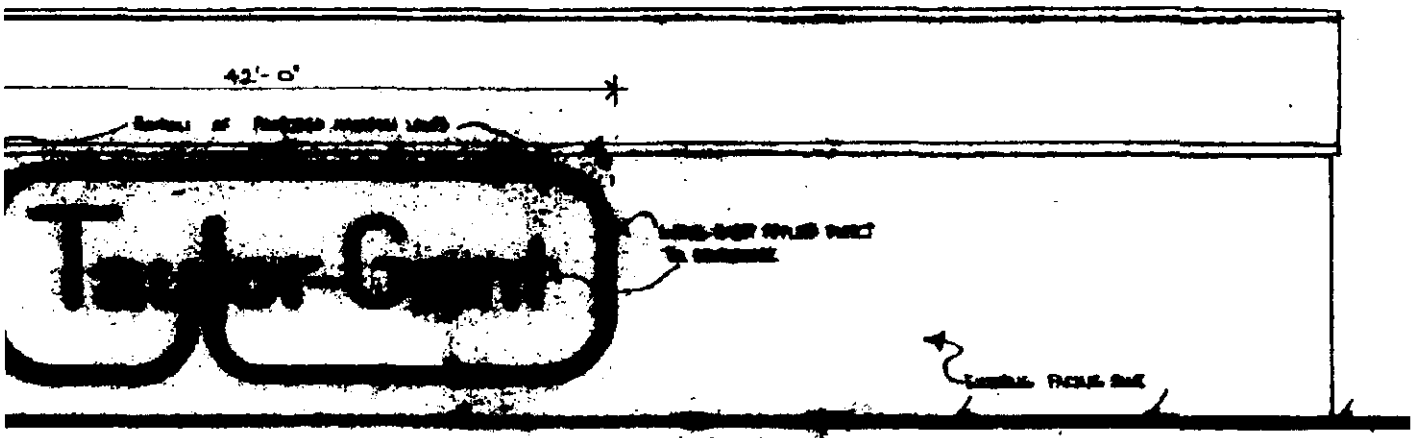
EAST ELEVATION

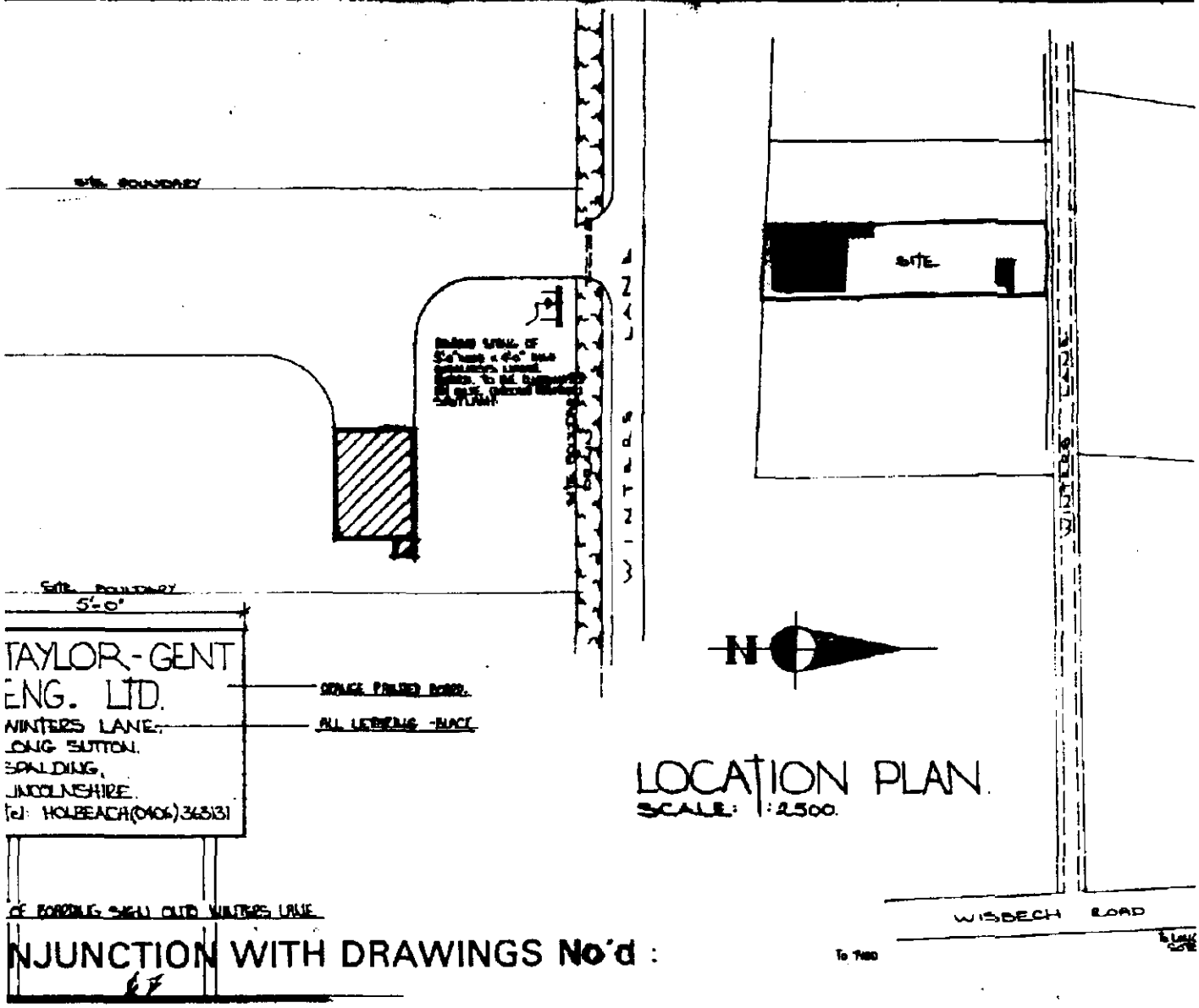


BLOCK PLAN
SCALE: 1:500



AD IN CONJUNCTION WITH DRAWIN



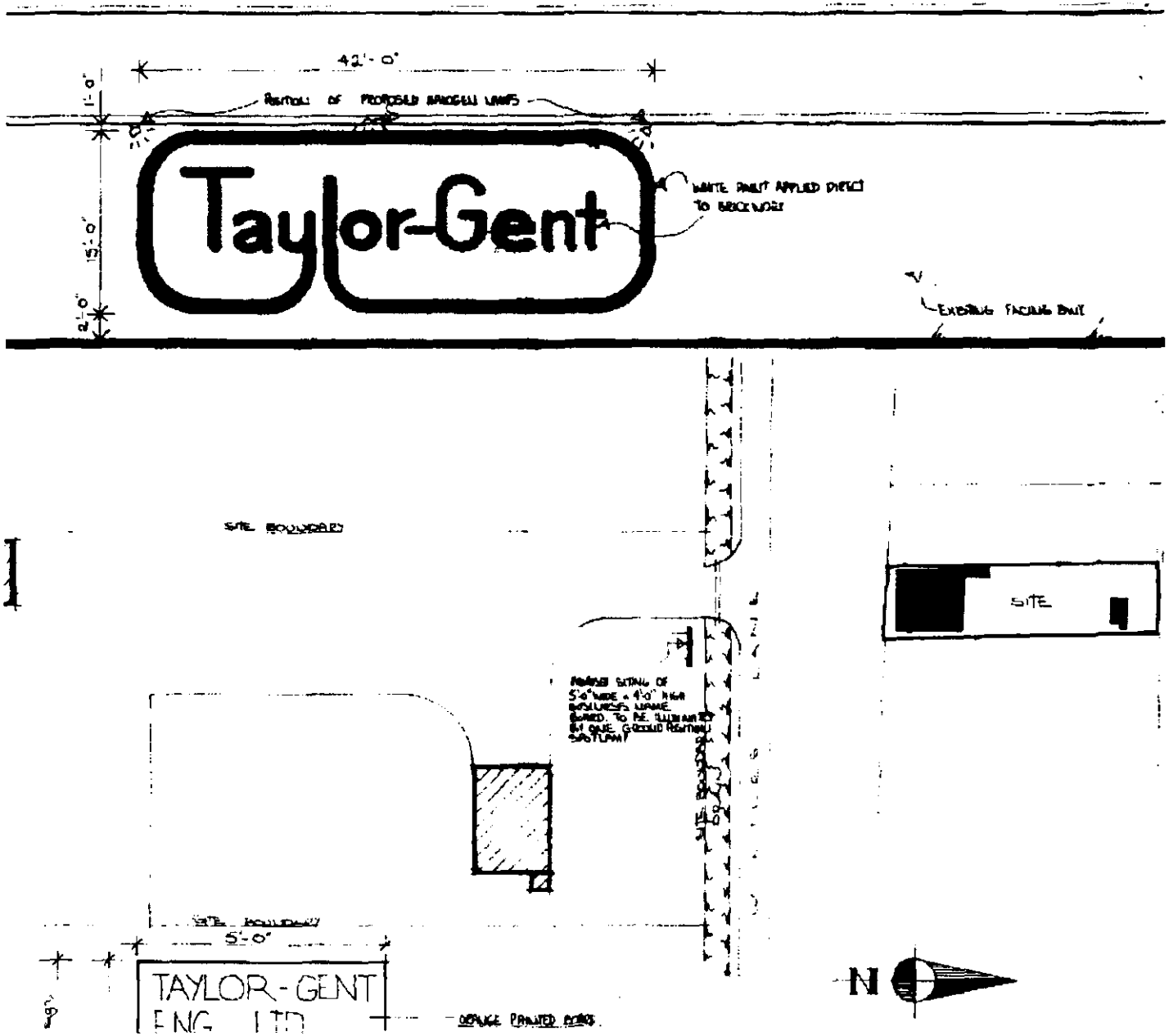


LOCATION PLAN.
SCALE: 1:2500.

OF BOARDING ERECTED ALONG WINTERS LANE

NJUNCTION WITH DRAWINGS No'd :

67


42'-0"
1'-0"
15'-0"
2'-0"
Taylor-Gent
WHITE PAINT APPLIED DIRECT TO BRICK WALL
EXISTING FACIA BAND
SITE BOUNDARY
SITE
5'-0"
TAYLOR-GENT ENG. LTD.
N

N AND COUNTRY PLANNING ACT 1971

ADVERTISEMENT CONSENT

APPLICATION NO: H22/1092/85 6 X DATE RECEIVED: 05/11/85

APPLICANT: Lingarden Limited
Weston
Nr SPALDING
Lincs

AGENT: John Roberts Associates
1 James Street
LINCOLN

TYPE: Advert GRID REF: 529200 325410

DESCRIPTION: Sign - maximum projection 50 mm from cladding

LOCATION: Lingarden Limited, Weston

The South Holland District Council hereby give notice that CONSENT HAS BEEN GRANTED for the display of the advertisement in accordance with the application and plans submitted, subject to the following standard conditions required by the Town and Country Planning (Control of Advertisements) Regulations 1969-74, and to any additional conditions set out below.

(a) All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

(b) Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

(c) Where any advertisement is required under the above Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

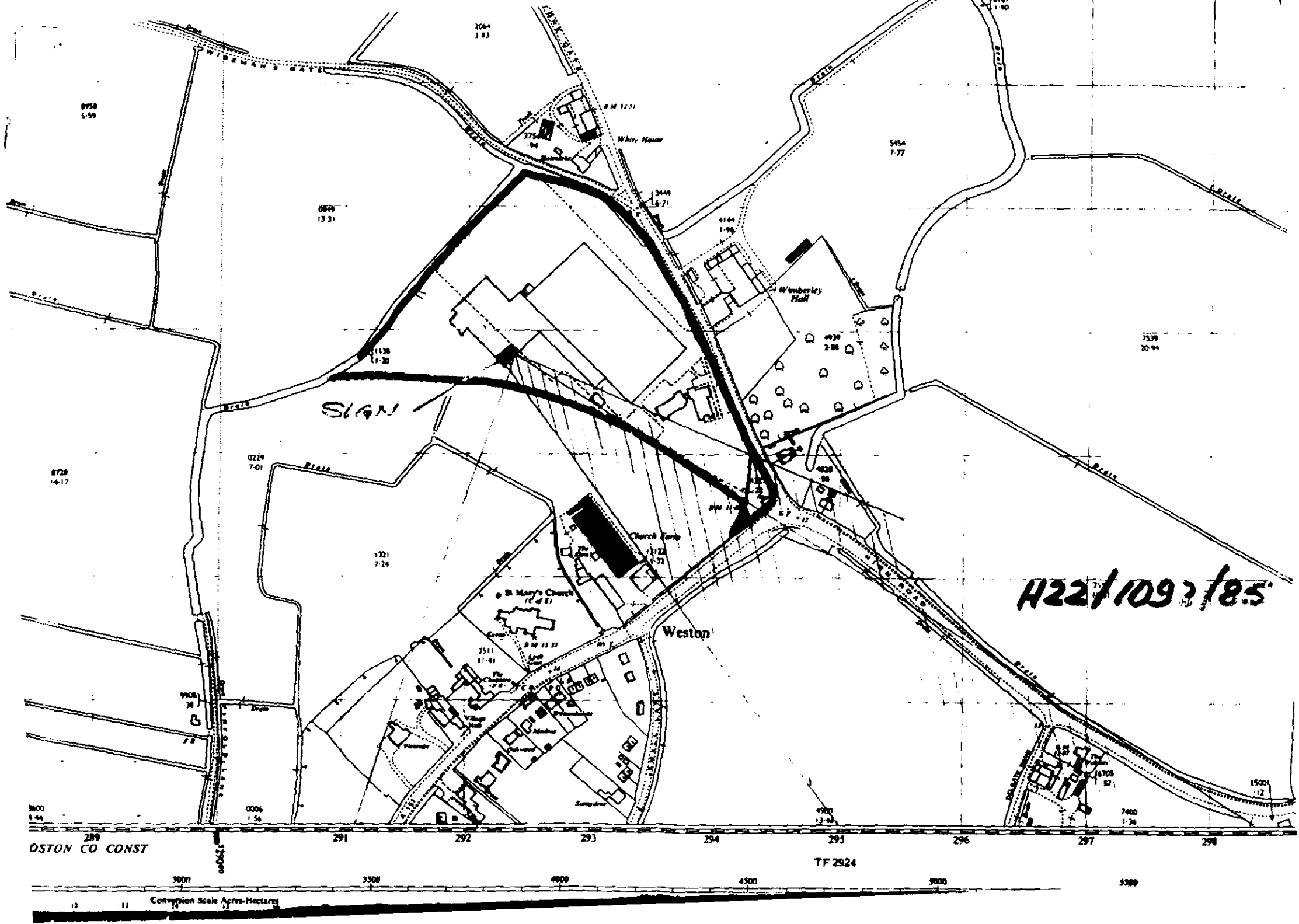
B. Smith

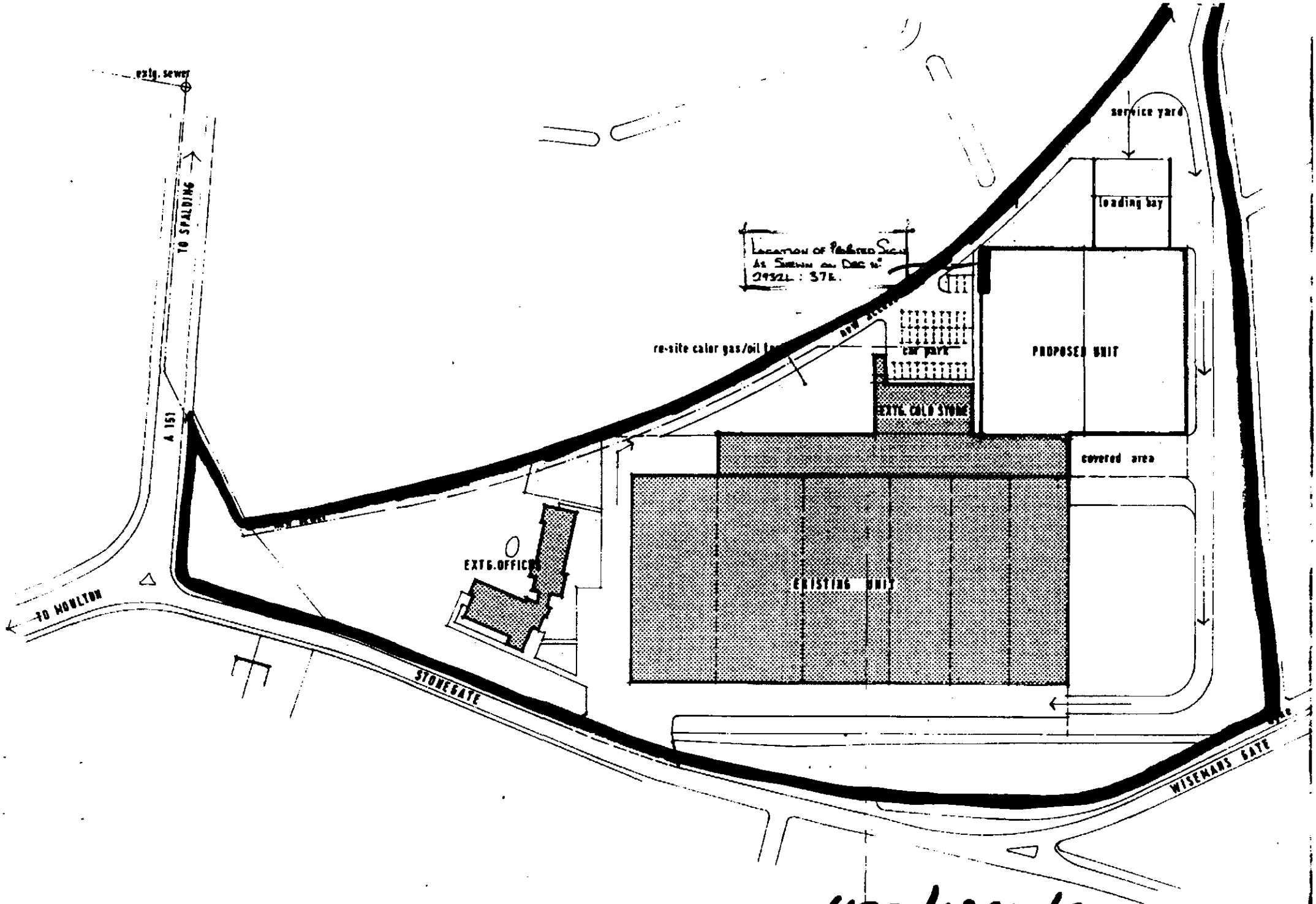
District Planning Officer (C)
11th December, 1985

This permission refers only to that required by the Town and Country Planning Acts.
If approval is required under any other enactment this must be obtained separately.

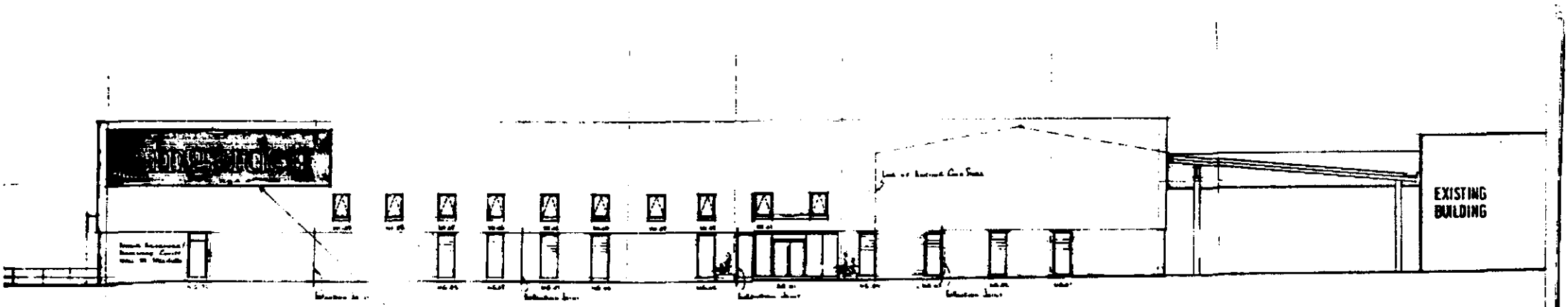
SOUTH HOLLAND DISTRICT COUNCIL

B. SMITH M.R.T.P.I., DISTRICT PLANNING OFFICER
CHATTERTON TOWER, WINFREY AVENUE, SPALDING, LINCOLNSHIRE TELEPHONE: SPALDING 61161


White House
Wimberley Hall
Church Farm
St Mary's Church
Weston
H22/109/185
289
291
292
293
294
295
296
297
298
TF 2924
3000
3500
4000
4500
5000
5500

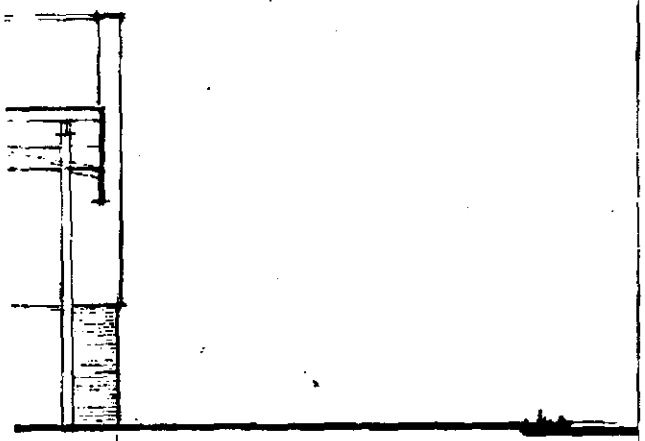

exig. sewer
TO SPALDING
A 151
TO MOULTON
STONEGATE
WISEMANS GATE
service yard
loading bay
car park
PROPOSED UNIT
EXTG. COLD STORE
covered area
EXTG. OFFICES
EXISTING UNIT

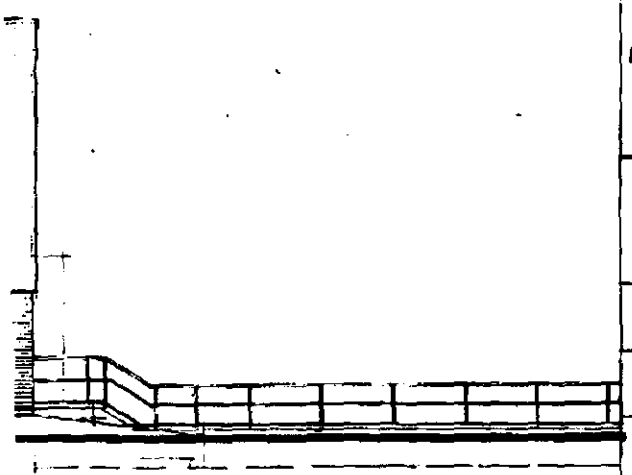
H22/1092/85



SOUTH EAST ELEVATION

H22/1092/85





E. Sign repositioned on South East Elevation From South-West Elevation 5.11.85

D. Illumination omitted for Sign 3a. 9.85

C: Sign. Bases Retaining Wall Arrows To Loading Area Modified 24.9.85

B. Sign Size Modified And Notation Added. 28.6.85

Revisions.

LINGARDEN LIMIT

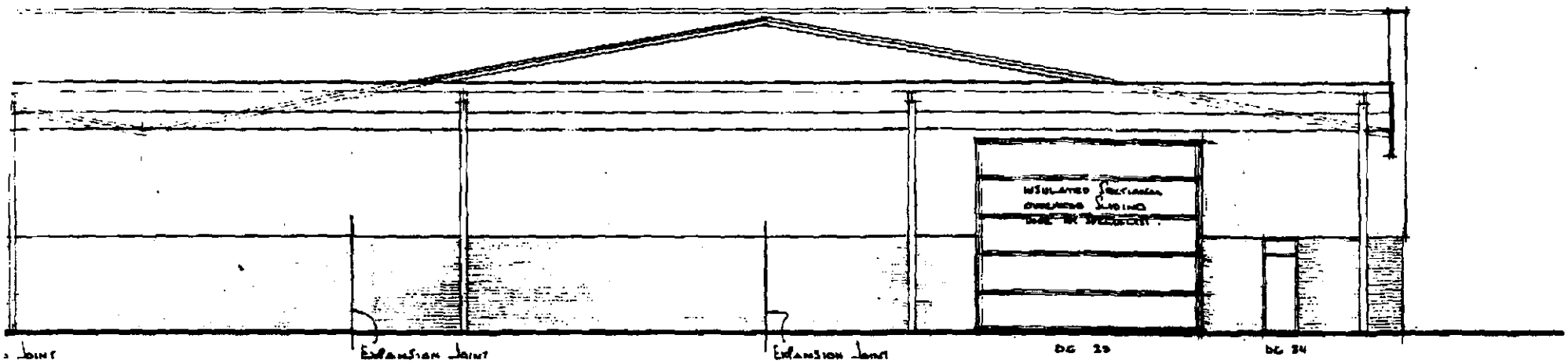
PROPOSED UNIT

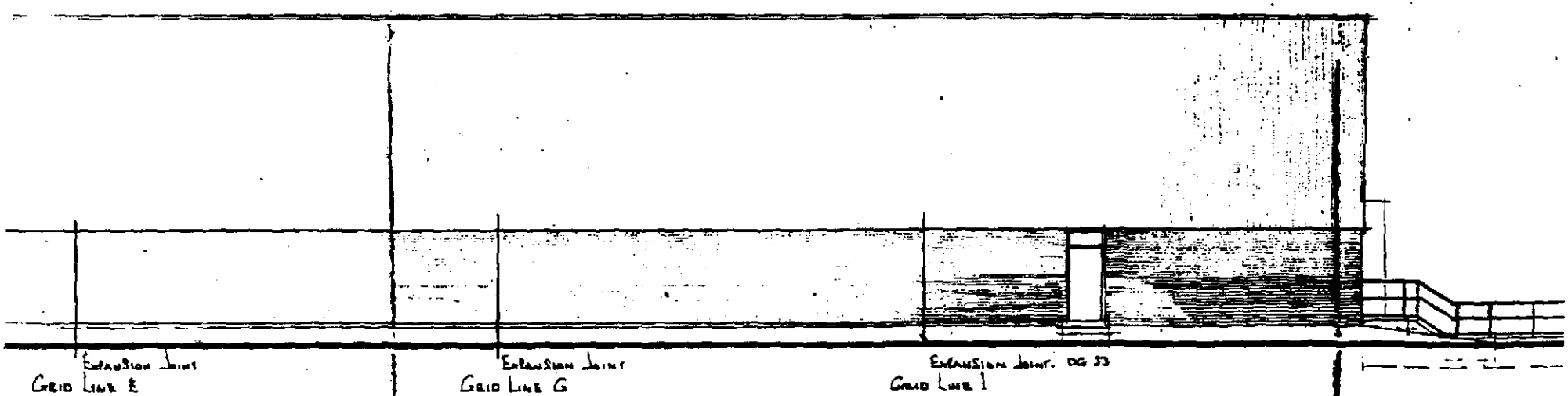
STONEGATE

ELEVA

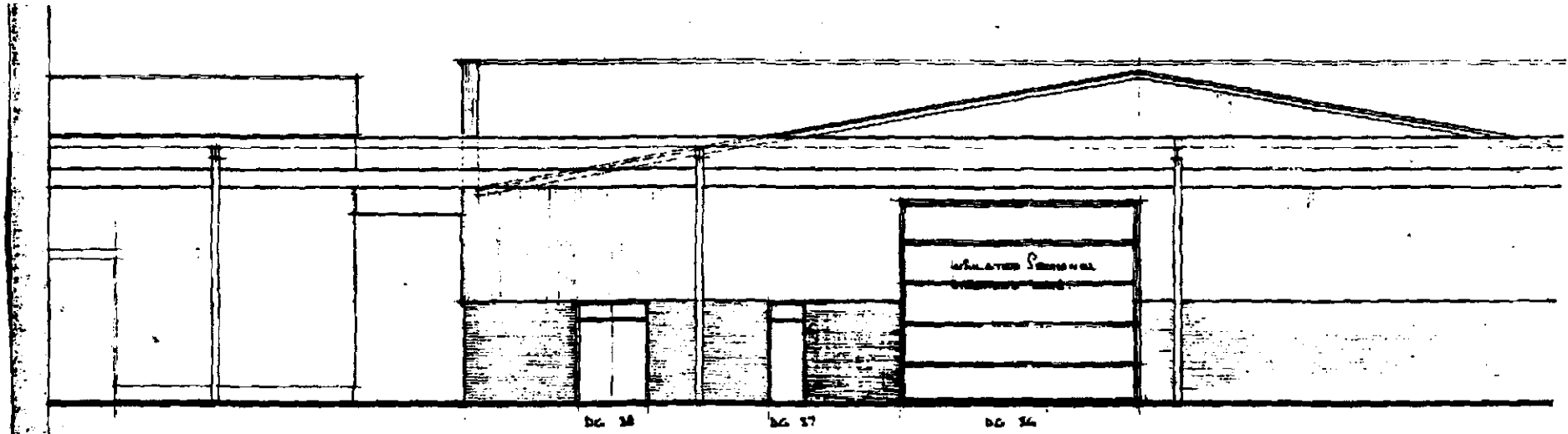
1:9

Pansion Joints Shown Indicate Positions Brickwork only — internal Joints to Work To Be At Every Stanchion Gable to. As Detailed on Drawing no 2932L :49

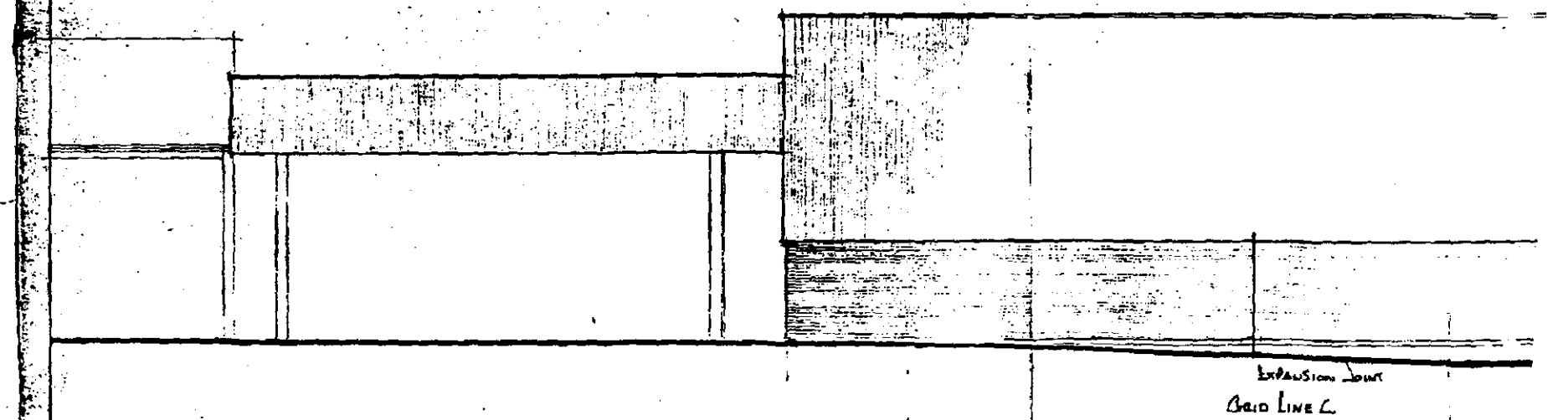




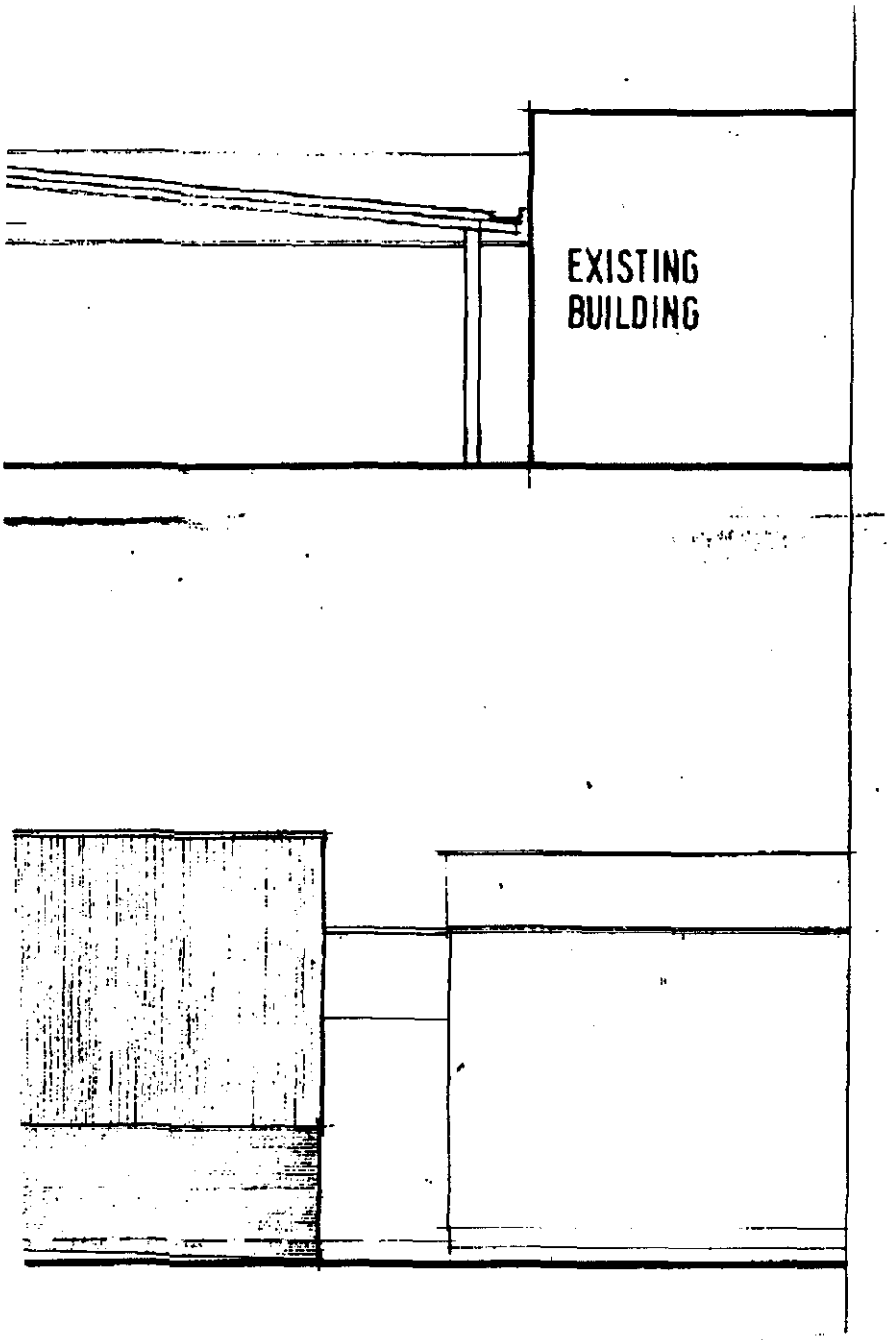
N.B. All Expansion Joints Shown In For Brickwork only — Into Blockwork To Be At Every Post Etc. As Detailed on

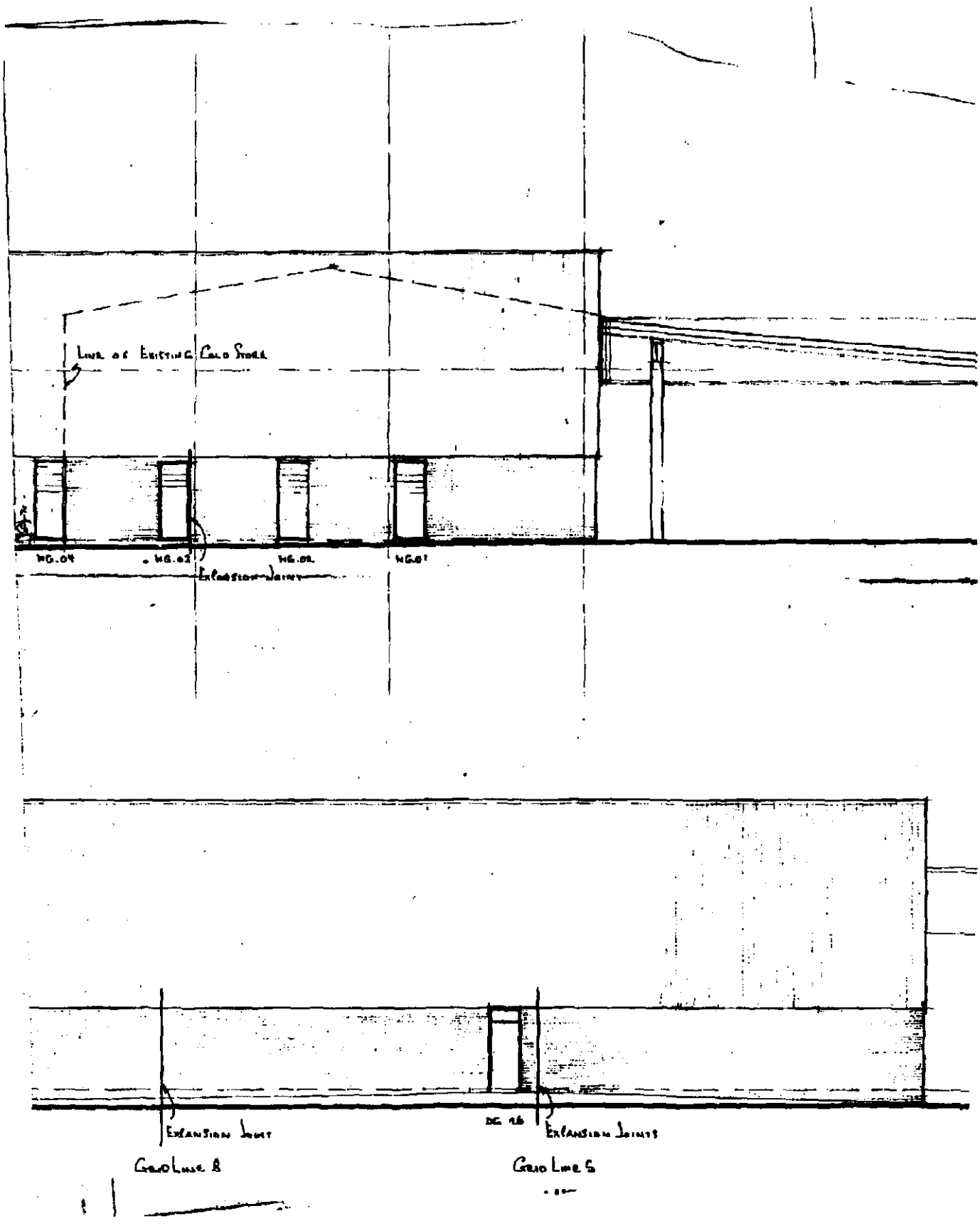


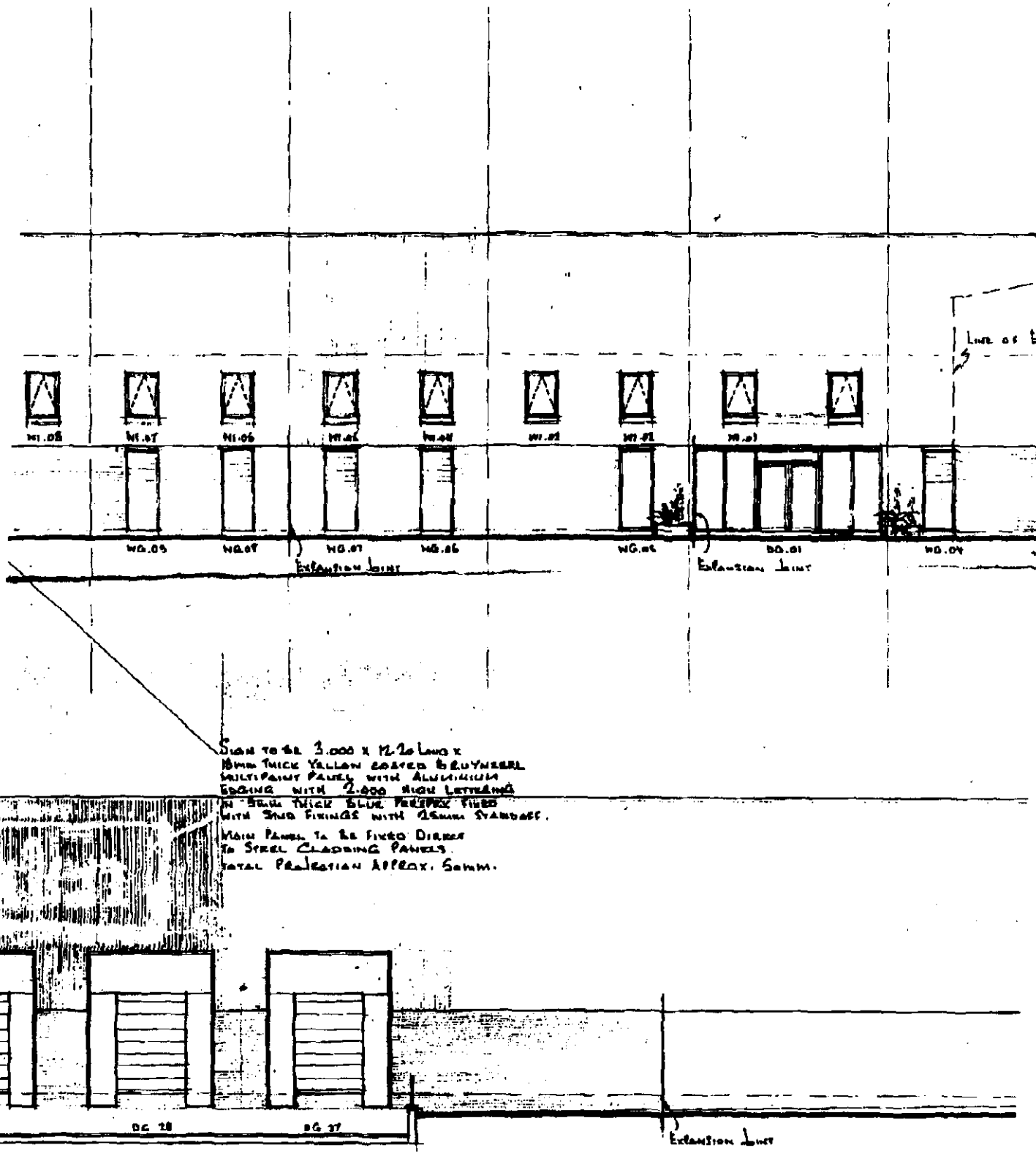
NORTH - EAST ELEVATION

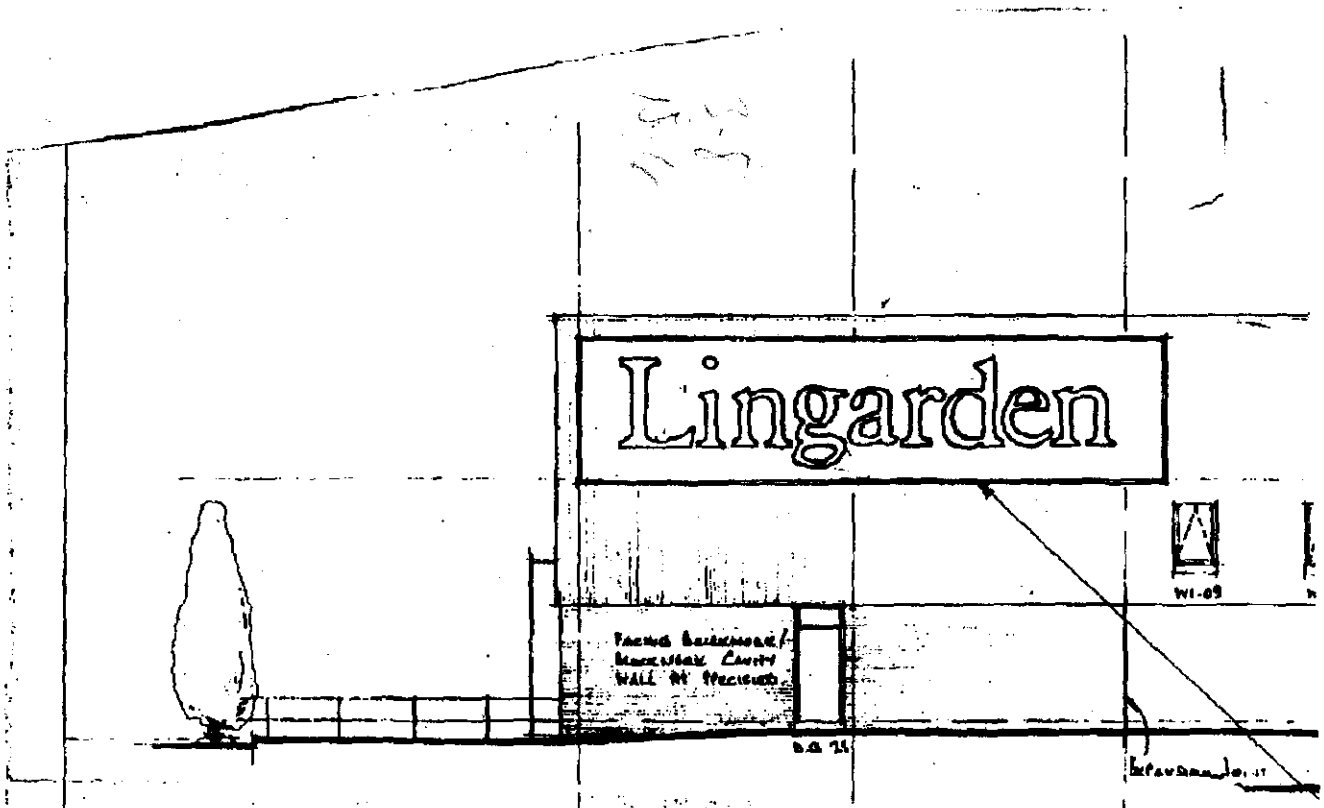


NORTH - WEST ELEVATION

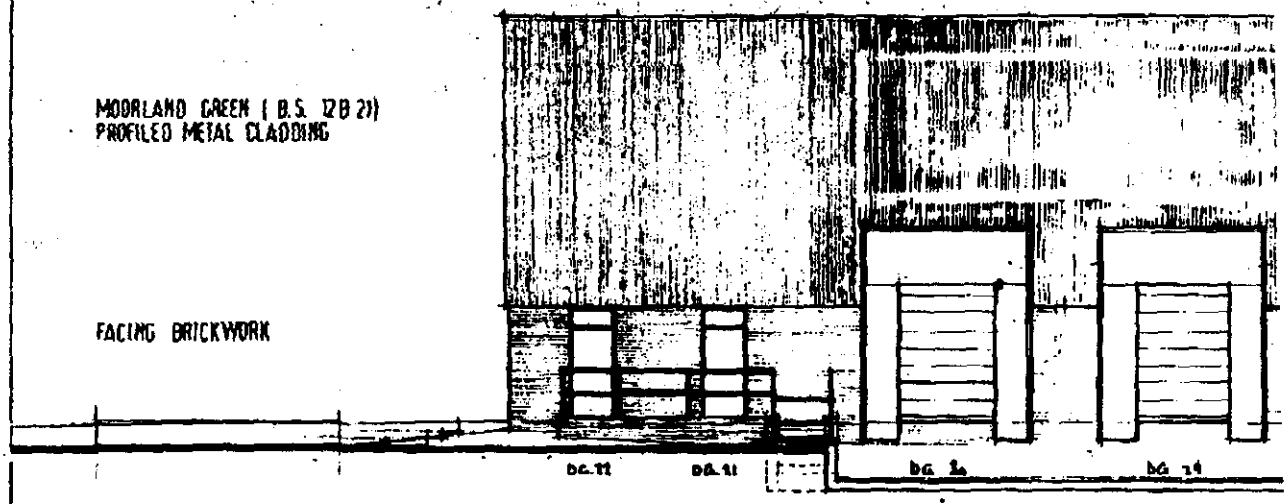

EXISTING
BUILDING


Line of Existing Cold Store
HG.04
HG.03
HG.02
HG.01
Expansion Joint
Expansion Joints
Grid Line B
Grid Line 5


WG.05
WG.07
WG.01
WG.06
WG.04
WG.02
DO.01
WG.03
Extension Joint
Extension Joint
Sign to be 3.000 x 1.200 Long x
18mm Thick Yellow Sealed & Guyneseal
Multipaint Panel with Aluminium
Edging with 2.000 High Lettering
in 5mm Thick Blue Perspex Fixed
with Stud Fixings with 25mm Standoff.
Main Panel to be Fixed Direct
to Steel Cladding Panels.
Total Projection Approx. 50mm.
DG 28
DG 27
Extension Joint
Grid Line 16



SOUTH-EAST ELEVATION



SOUTH-WEST ELEVATION

TRANSPARENCY INSTRUCTIONS

COMMITTEE :

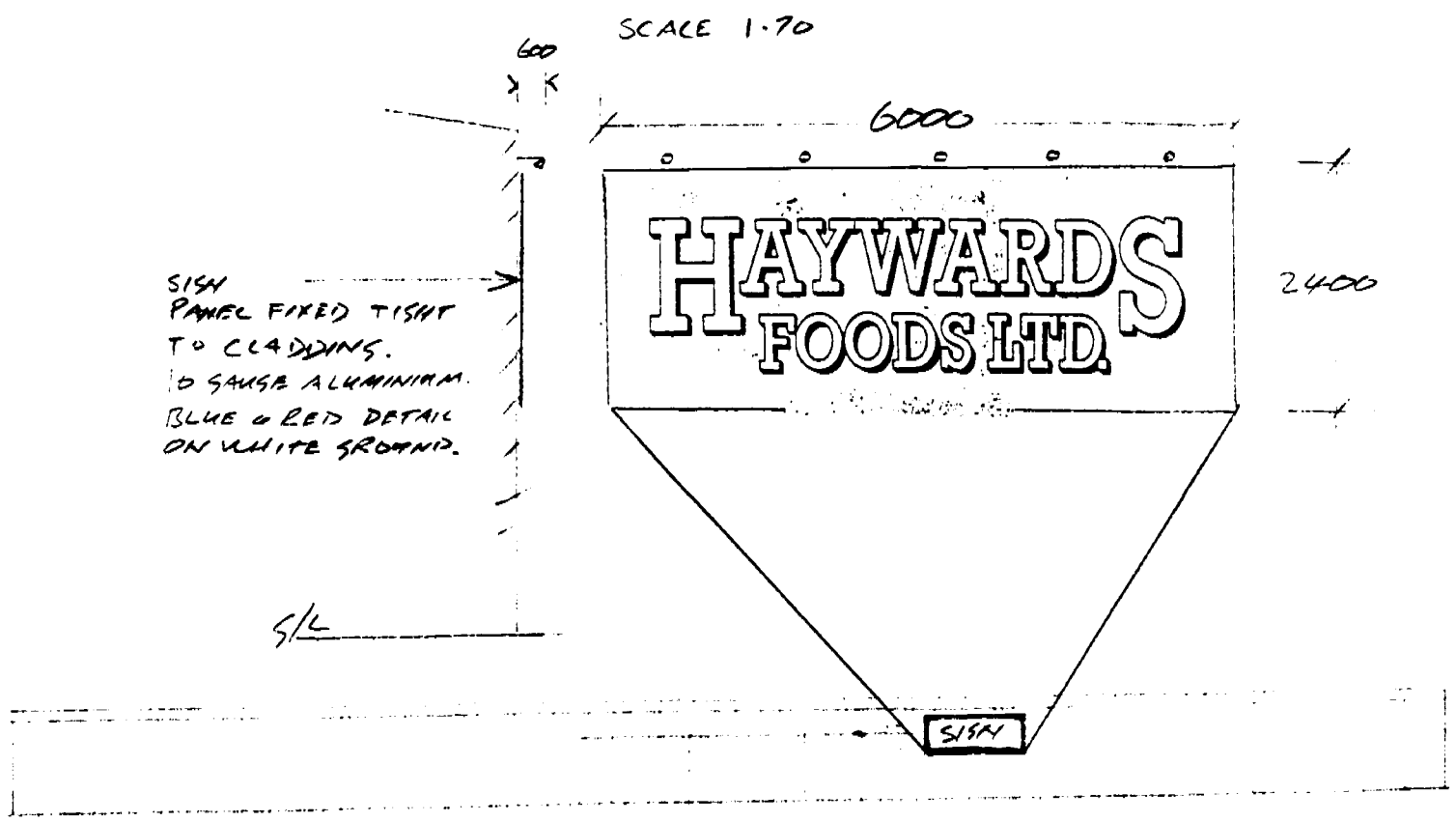
APPLICATION NO : 1336/91 CASE OFFICER : D M G

SITE 1:2500 1.50 000 BLOCK (amended _____)	☑	ELEVATION – N ☐ E ☐ FLOOR ☐ S ☑ W ☐ PLAN FRONT ☐ REAR ☐ SIDE ☐	
ALSO SHOW :	☐	CONSERVATION AREA	
	☐	I B D	
	☐	T P O or TREES	
	☐	PHOTOGRAPHS	
	☐	*OBJECTORS*	
	☐	PREVIOUS APPLICATION SITES- NO.s _____	
ANY OTHER REQUIREMENTS : Appearance of Sign Photo			

Confirmed (DPO/DDPO) _____

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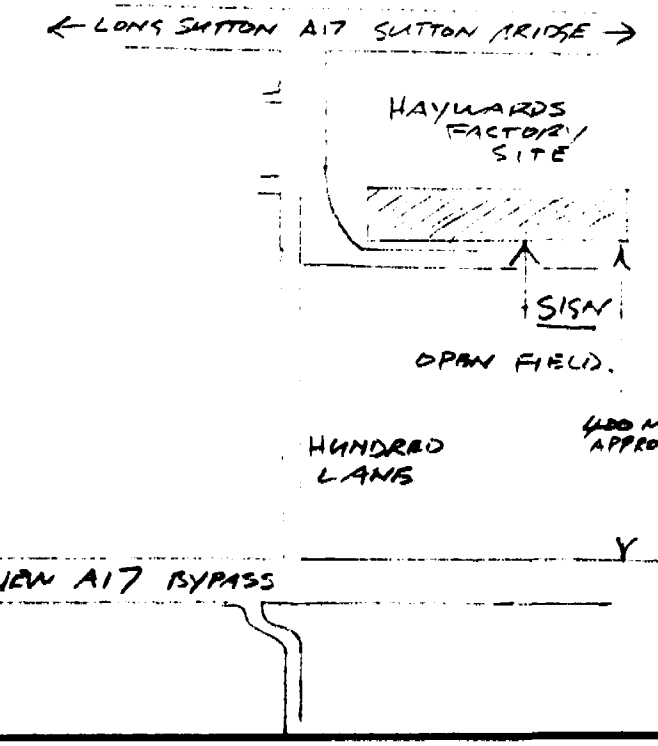
RW Day June 88





VIEW FROM A17 BYPASS
CORNER HUNDRED LANE

SOUTH HOLLAND D.C.
PLAN DEPT.
16 DEC 1991
REF 1336/91



Enq. Nö
Scale AS SHOWN
Date 13-12-91
Drg. by
Drg. Nö

Name HAYWARDS FOODS LTD
Address BRIDGE RD
LONG SUTTON
SPALDING
LINCS PE12 9EQ

If this design and specification is to your approval, please sign one copy and return to the address below.
No work will commence until we receive a signed drawing.

PEARCE SIGNS (MIDLANDS)
LUNSFORD ROAD, LEICESTER LE5 0HJ Tel: (0533) 760289 Fax: (0533) 760978

PEARCE SIGNS