

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H11-0341-20 **Applicant:** McDonalds Restaurants Ltd

Proposal: Installation of 3 digital freestanding signs and 1 digital booth screen

Location: Mcdonalds Restaurants Ltd Vicarage Lane Long Sutton

Terminal Date: 23rd June 2020

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

01	Spatial Strategy
02	Development Management
03	Design of New Development

National Guidance

National Planning Policy Framework 2019

Section 2. Achieving sustainable development
Section 12. Achieving well-designed places

Representations:

	Object	Support	No Obj.	Comments
HIGHWAYS & SUDS SUPPORT	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

This application seeks advertisement consent for installation of 3 digital freestanding signs and 1 digital booth screen at McDonald's Restaurant, Vicarage Lane, Long Sutton.

Site Description

The site borders the roundabout between A17 (east to west) and Wisbech Road (north to south). It is located approximately 600 metres to the south of the nearest point of the built-up area of Long Sutton.

The site has a McDonald's restaurant and associated development such as drive thru' and car

parking area. The access is from Vicarage Lane which joins Wisbech Road a few metres to the east.

History

H11-0531-17 - Install 2 customer order displays and relocate existing fascia sign and install new fascia sign - Approved

H11-0529-17 - Refurbishment of the restaurant with alterations to elevations to include the installation of a new "Folded Roof" concept, comprising of aluminium cladding to the roof. The reconfiguration of the drive thru lane, kerb lines and car park with associated works to the site to provide side by side ordering, inclusive of a new island for signage - Approved

H11-0803-16 - Erection of fast food restaurant approved under H11-0428-00 - Removal of Condition 10 relating to opening hours - Approved

H11-0714-15 - Erection of a fast food restaurant - removal of Condition 10 of H11-0428-00 to allow restaurant to open 24 hours a day, seven days a week for a temporary 12 month period - Approved

H11-0013-14 - Erection of a fast food restaurant - removal of Condition 10 of H11-0428-00 to allow restaurant to open 24 hours a day, seven days a week on a permanent basis - Approved

H11-0283-14 - Resurface of car park extension - Approved

H11-0130-12 - Details of landscaping (condition 3 of H11-0541-11) - Approved

H11-0541-11 - Extension to existing car park - Approved

H11-0508-09 - Refurbishment of restaurant and patio area, change to elevations, including removal of one drive thru booth and light beams from roof, and installation of customer order display - Approved

H11-1563-06 - Erection of garden centre and motel (outline renewal H11/0765/03) - Approved

H11-0765-03 - Proposed outline permission to construct a garden centre and restaurant/motel complex (renewal of application H11/1084/99) - Approved

H11-1084-99 - Garden centre & restaurant/motel complex (renewal of H11/1072/96) - Approved

H11-1072-96 - Garden centre & restaurant/ motel complex (renewal of application H11/1226/93) - Approved

H11-1226-93 - Garden centre and restaurant/ motel complex (renewal of application H11/0937/88) - Approved

H11-0937-88 - Garden centre and restaurant/ motel complex - Approved

Consultation Responses

LCC Highways/SUDS Authority

No objection.

Planning Considerations

Principle of development

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that a local planning authority shall exercise its powers under the Regulations in the interests of amenity and public safety, taking into account;

- a) The provisions of the development plan, so far as they are material; and
- b) Any other relevant factors

It goes on to state that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Paragraph 132 of National Planning Policy Framework (NPPF), 2019 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Therefore, the principle of development is acceptable unless other materials considerations indicate otherwise. The key issues of the proposal are addressed below.

Design and layout

3 no. double digital menu boards will be erected on the edges of the rear part of the drive thru. They will consist of grey PPC aluminium panels with colour digital display to front face. Their maximum dimensions will be 2.03 metres in height, 1.57 metres in width and 10 centimetres in depth. The boards will have a 15" LCD display screen generating up to 600 cd/m² of internal illumination.

1 no. digital booth screen will be located at the booth. It will be PPC Aluminium shroud finished in RAL 7022 Grey with clear perspex front 15" LCD display screen. It will be 35 centimetres high, 32 centimetres wide and nearly 10 centimetre thick. The maximum illumination will be 1600cd/m².

The scale, materials and appearance of the proposed signage are in keeping with the built environment in the surroundings. Each advertisement is fit-for-purpose. The illumination is deemed acceptable for each type of signage.

Highways safety

The County Highways Authority has raised no objection to the proposals. The scale, position and illumination of the proposed advertisement will not undermine the highway safety standards of the road users.

Conclusion

Taking into account the considerations above, the proposal is considered to comply with Policies 1, 2 and 3 of the South East Lincolnshire Local Plan (SELLP), 2019 as well as Section 12 of the National Planning Policy Framework (NPPF), 2019.

It is accordingly recommended to approve this application for express consent 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.