

DECISION DELEGATED TO HEAD OF PLANNING

Application No: H14-0081-23 **Applicant:** C P Media
Proposal: Install and display 5 non-illuminated roundabout sponsorship signs
Location: Enterprise Way/Spalding Road Roundabout Spalding
Terminal Date: 24th March 2023

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02 Development Management
03 Design of New Development

National Guidance

National Planning Policy Framework 2021

Section 12 - Achieving well design places

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

The application seeks advertisement consent for five non-illuminated signs to be located on the roundabout at Enterprise Way and Spalding Road. The signs would measure 1200mm (width) by 500mm (height), fixed into the ground using steel posts, with the posts standing 350mm above the ground.

Site Description

The application site is a roundabout located on the B1356 between Spalding and Pinchbeck. The

immediate area is currently part of a larger construction project approved under a series of proposals as part of the Vernatt's Sustainable Urban Extension. The wider area is mixed use, with residential and office developments sitting alongside greenspace.

Relevant History

H14-0326-19 - Full. Construct Section 5 of the Spalding Western Relief Road comprising of a new single carriageway route from the B1356 Spalding Road and Enterprise Way to Vernatt's Sustainable Urban Extension (SUE) incorporating a new roundabout junction with the B1356 Spalding Road, a bridge over the Peterborough to Sleaford railway line, and a priority junction into Vernatt's Sustainable Urban Extension. Approved 10/06/19.

H14-1218-21 - Full. 100 new homes, landscaping and infrastructure and outline planning permission (all matters reserved except access) for up to 300 new homes, landscaping and infrastructure. Ongoing

Consultation Responses

Pinchbeck Parish Council

The Parish Council approve of this application.

Highway and Lead Local Flood Authority

No objection. Recalls previous similar applications for signage on roundabouts and that there have been no issues resulting from their placement.

Planning Considerations

Impacts Upon Resident Amenity

Paragraph 130 of National Planning Policy Framework, 2021 (NPPF), amongst other matters, seeks places with a high standard of amenity for existing and future users. Policies 2 and 3 of the South-East Lincolnshire Local Plan, 2019 (SELLP) set out residential amenity and relationship to existing development and land uses as main considerations when making planning decisions.

The proposed signage is considered to be minor in appearance and would not result in a cluttered street appearance. The size and number of signs is considered appropriate for the site.

The proposal therefore accords with Policies 2 and 3 of the SELLP.

Highway Concerns

The signs would be non-illuminated and given their relatively low height and modest size they are not considered to result in any highway safety issues. Lincolnshire County Council Local Highways Authority has not raised any objection to the scheme as it does not consider the proposed advertisements to result in any unacceptable impact upon highway safety.

As such the proposal is acceptable in terms of highway safety.

Planning Balance

The proposed signage is acceptable on amenity and highway/public safety grounds. There are no issues that outweigh factors in favour of the proposal. In addition, the scheme is supported by Pinchbeck Parish Council.

In light of the above considerations the proposal is considered to be in accordance with Policy 2 of the SELLP and Paragraph 130 of the NPPF.

Conclusion

Recommendation is for delegated approval.

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.