DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H14-0195-20**	**Applicant:**	**J O Sims Ltd**
Proposal:	Proposed Entrance Signage		
Location:	J O Sims Ltd Pudding Lane Pinchbeck		
Terminal Date:	21st April 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02 Development Management

National Guidance

National Planning Policy Framework 2019

Paragraph 132 of the National Planning Policy Framework, 2019.

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

CASE OFFICER ASSESSMENT

Proposal

This is an advertisement consent application for proposed entrance signage at J O Sims Ltd, Pudding Lane, Pinchbeck. The proposal seeks to provide a sign on grassed land close to the junction with Wardentree Lane. The aluminium panel sign will be supported on three metal posts. The base of the sign will be 0.5 metres above ground level, with the height of the sign being an additional 1.5 metres, and the width being 3 metres. The sign will shows 6 examples of fruit with J.O. SIMS Ltd Est.1896 written underneath. The proposed signage will not be illuminated.

Site Description

The site is within defined settlement limits and the surrounding area is characterised by industrial and commercial buildings of varying ages and designs. The building of J O Sims is located approximately 80 metres from Wardentree Lane with a large grassed area to the front.

Relevant history

H14-1922-88

Outline - Industrial development to provide relocated and expanded premises - Approved - 08 February 1989.

H14-0673-19

Full - Proposed pack-house extension and relocation of staff parking - Approved - 27 August 2019.

Consultation Responses

County Highways & SUDS Officer

No objections.

Planning Considerations

Impact on amenity

There is not considered to be an impact on neighbouring business amenity or highway safety. The signage is of an acceptable size and is sited an appropriate distance from the highway.

Conclusion

In light of the above considerations the proposal is considered to be in accordance with Policy 2 of the South East Lincolnshire Local Plan, 2019 and Paragraph 132 of the National Planning Policy Framework, 2019.

A delegated approval is considered to be appropriate.

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.