

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H14-0699-19 **Applicant:** Econogroup
Proposal: Proposed signage
Location: Econogroup Enterprise Place Enterprise Way Spalding
Terminal Date: 20th September 2019

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 application for proposed signage on the front elevation of Econogroup Enterprise Place, Enterprise Way, Pinchbeck. The proposal seeks to provide a sign that is located 4 metres above ground level and is 1 metre in height, 3 metres in width. The sign is of a fairly plain design and will be predominately white, with a small pink, purple and grey logo and the words Econogroup - Beauty. Medical underneath.

Site Description

The proposal is within defined settlement limits and the surrounding area is characterised by

industrial buildings of varying ages and design.

History

H14-1163-90

Outline - Industrial development (B1, B2, B8 Use' Classification) - Approved - 22 November 1990

H14-0161-94

Full - Proposed vegetable processing building - Withdrawn - 12 August 1994

H14-1094-95

Full - Erect industrial premises for cold storage and packaging of fruit and vegetables - Approved - 21 December 1995

H14-0736-98

Full - Construction of access roadway - Approved - 02 October 1998

H14-1348-04

Full - Extensions to existing garage workshop - Approved - 24 November 1994

H14-0558-07

Full - Erection of showroom/workshop with sales area to first floor - Approved - 26 June 2007

H14-0395-12

Full - Erection of commercial unit and associated works for B1, B2, B8 and counter sales use - Approved - 22 June 2012

H14-0338-15

Condition Compliance - Details of landscaping (condition 3 of H14-0395-12) - Approved - 23 April 2015

Consultation Responses

County Highways & SUDS Officer

No objections

Planning Considerations

Principle of Development

No objections have been received from any neighbours and there is not considered to be any material harm to neighbouring businesses or highway amenity. The design, scale and layout is considered to be appropriate for the site and does not materially impact the character or amenity of the surrounding area or building on which the advertisement is affixed.

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.