

DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No: H14-0884-19 **Applicant:** Morrisons
Proposal: Proposed signage
Location: Morrisons Benner Road Pinchbeck
Terminal Date: 30th October 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	1
WARD MEMBER	0	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	0	1

CASE OFFICER ASSESSMENT

Proposal

This is an advertisement application for proposed signage at various locations around the site at Morrisons, Benner Road, Pinchbeck.

Sign 1 is to be backlit and positioned above the main pedestrian entrance and will measure 6.178 metres in width, 2.435 metres in height and will state Morrisons Since 1899, along with the company logo. Sign 2 is to be backlit and positioned above the main pedestrian entrance and measure 6.178 metres in width, 2.435 metres in height and will state Morrisons Since 1899, along with the company logo. Sign 3 will be backlit and positioned on the side of the building adjacent to the parent and child parking bays. The sign will measure 8.238 metres in width, 3.248 metres in height and will state

Morrisons Since 1899, along with the company logo.

Sign 4 is to be backlit and positioned close to the north east corner of the building. It will measure 1.84 metres in width, 1.937 metres in height and will state Morrisons Since 1899, along with the company logo. Sign 5 is to be backlit and positioned close to the north east corner of the building. It will measure 1.84 metres in width, 1.937 metres in height and will state Morrisons Since 1899, along with the company logo. Sign 6 is to be backlit and positioned close to the north west corner of the building. It will measure 1.84 metres in width, 1.937 metres in height and will state Morrisons Since 1899, along with the company logo.

Sign 7 will replace the existing petrol station totem and will be LED lit, measuring 1.658 metres in width and 5.871 metres in height. The sign will give service information, petrol prices and will state Morrisons Since 1899 along with the company logo. Sign 8 will be internally illuminated, replacing existing signage at the canopy over the petrol station forecourt. The signage will state Fuel 24 hours along with Morrisons Since 1899 and the company logo. Sign 9 will be LED lit measure 8.33 metres by 0.5 metres. It will be placed above the petrol station kiosk and state Morrisons Since 1899.

Sign 10 will be in four parts around the top of the existing car wash. The signage will measure 10 metres in width and 0.75 metres in height as well as 5.01 metres in width by 0.75 metres in height. Two of the four boards will state Car Wash - Morrisons Since 1899.

All of the signage is to replace existing signage. No additional signage is being sought.

Site Description

The proposal is within defined settlement limits and the surrounding area is characterised by industrial buildings of varying ages and design.

History

H14-0430-00

Extensions, modifications/demolitions to supermarket & replacement petrol filling station - Approved - 11 October 2000

H14-1391-00

Extensions modifications / demolitions to supermarket and replacement petrol filling station - Approved - 30 January 2001

H14-0373-01

Erection of various signage - Approved - 01 May 2001

H14-0344-06

Replace ATM cash point machine in existing location - Approved - 21 April 2006

H14-0588-06

Renewal of existing advertising consent (reference H14/0373/01) - Approved 09 June 2006

H14-1114-17

Installation of new Timpson's Retail Pod - Approved - 05 January 2018

H14-0491-19

Proposed garden centre structure - Approved - 04 July 2019

H14-0608-19

Works to car park entrance to include extra entrance lane to ease congestion and improve traffic flow, new/altered traffic islands and new pedestrian crossing - Approved - 08 August 2019

H14-0610-19

Installation of new refrigeration units and supporting condensers. Equipment to sit on a new concrete plinth situated at the rear of the existing store adjacent to the service yard and on a new platform on the roof to the rear of the store - Approved - 23 July 2019

Consultation Responses

County Highways & SUDS Officer

No objections

Planning Considerations

- Principle of development

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 advertisements are 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.