DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0132-20**	**Applicant:**	**The Dune Group**
Proposal:	Proposed Signage		
Location:	40a Springfields Outlet Centre Camel Gate Spalding		
Terminal Date:	7th April 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development

National Guidance

National Planning Policy Framework 2019

NPPF 2019.

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

Advertisement consent application for signage, specifically two fascia signs - one with and one without internally illuminated letters, one signage box with internally illuminated letters and one wall mounted illuminated graphic light box .

The materials are proposed to be Powder coated Aluminium with opal acrylic face to letters. The corporate colour for the signage is black. All lighting is to be static.

Site Description

Unit 40a is located on the western outside section of Springfields Outlet Centre.

History

H16-0136-20. 40a SPRINGFIELDS OUTLET CENTRE. Proposed extension of Unit 40a and removal of existing ATM. Under consideration. Expiry date 10-04-20.

Consultation Responses

LCC Highway Officer

No observations.

Planning Considerations

Design and Layout

The signage is considered to be appropriate to the shopping centre and the size of the unit.

Highway Safety

The signage would have no impact on highway safety.

Conclusion

For the reasons listed above, it is determined that this application Is in accordance with Policies 2 and 3 of the South East Lincolnshire Local Plan (2019) and the National Planning Policy Framework (2019). Therefore, this application is recommended for 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.