DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0392-22**	**Applicant:**	**Space Outdoor**
Proposal:	D Poster Free Standing Digital Advertising Display		
Location:	Advertising Site Corner Of Pinchbeck Road & West Elloe Avenue Spalding		
Terminal Date:	3rd June 2022		

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-designed places

PPG (Advertisements)

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

The application seeks advertisement consent to install a 48 sheet advertisement hoarding to support a digital poster. The sign would measure 6 metres (width) x 3 metres (height) and stand 1.8 metres above the ground level. It would internally illuminated to 600 cd/m2

Site Description

The application site is a grass verge located on the corner of West Elloe Avenue and Pinckbeck Road. There is an existing large hoarding sign sitting on top of a boundary fence. The immediate area is characterised by primarily residential properties.

History

H16-1039-21 - Upgrade of existing 48 sheet advertisement hoarding to support digital poster - Approved

Consultation Responses

Lincolnshire County Council Local Highways Authority

Does not wish to restrict the grant of permission.

Residents

One letter of representation has been received from a local resident siting concerns that the site is unkempt and the proposed sign is an eyesore.

Planning Considerations

Design and Impact on the character of the area

One local resident has raised concerns with regards to the poor state of the land in front of the signage location and also considers the sign to be an eyesore.

These concerns are noted, however, it is not considered reasonable to resist the current scheme based on this given the application is for signage only which does not impact the state of the land. The sign itself would appear as a continuation of the previously approved sign and albeit it is rather large, it would not appear overly prominent given its positioning. The size is on balance considered appropriate for the site and would not result in a cluttered street appearance.

The proposal therefore accords with Policies 2 and 3 of the South East Lincolnshire Local Plan, 2019.

Impact on neighbouring amenity

Given the position of the sign and proposed illumination levels it is not considered that any unacceptable impact would result in neighbouring amenity.

As such the proposal would accord with Policies 2 and 3 of South East Lincolnshire Local Plan (2019).

Highway/Public Safety

The Local Highways Authority has not raised any objections to the proposed signage as the proposals will not present a danger or distraction for road users given its position. As such the proposal would not be detrimental in the interests of public safety.

It therefore accords with Policy 2 of the South East Lincolnshire Local Plan, 2019 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.

Conclusion

In light of the above considerations the proposal is considered to be in accordance with Policies 2 and 3 of the South East Lincolnshire Local Plan, 2019 and Paragraph 136 of the National Planning Policy Framework, 2021.

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.

RECOMMENDATION

The application can be approved under delegated powers.