DECISION DELEGATED TO DEVELOPMENT MANAGER

Application No:	**H16-0969-20**	**Applicant:**	**Glenholme Senior Living (Spalding) Ltd.**
Proposal:	Proposed post mounted wayfinding signage and building mounted signage.		
Location:	Halmer Court 108 Halmer Gate Spalding		
Terminal Date:	23rd December 2020		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
30	Pollution

National Guidance

National Planning Policy Framework 2019

Section 12 - Achieving well-designed places

Representations:

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

CASE OFFICER ASSESSMENT

Proposal

This application is to seek advertisement consent for proposed post mounted wayfinding signage and building mounted signage at Halmer Court, a new care home currently under construction on the junction of Halmer Gate and Low Road, Spalding.

Site Description

The application site formerly accommodated a public house, which has been demolished, and

construction of the building has progressed considerably.

The site is located within a residential area and properties adjoin the eastern, southern and western boundaries. There is tall conifer hedging along most of the eastern boundary between the application site and properties on Low Road which acts as screening. The other two boundaries are screened by a mixture of lower hedging, wall and fencing.

History

H16-0679-20 - Details of CCTV system and external lighting (Conditions 12 and 13 of H16-0008-19) (approved September 2020)

H16-0350-20 - Details of archaeology (Condition 5 of H16-0008-19) (approved May 2020)

H16-0524-19 - Details of Archaeology, foul water disposal, site levels, construction management plan and precautions to prevent mud deposits on road (Conditions 3, 7, 8, 9 and 10 of H16-0008-19)(approved August 2019)

H16-0649-19 - Details of scheme to deal with contamination and ecology report (Conditions 6 and 11 of H16-0008-19) (Approved July 2019)

H16-0008-19 - Full planning application for proposed 61 bedroom care home (approved April 2019)

Consultation Responses

LCC Highways/SUDS - Does not wish to restrict the grant of permission.

Planning Considerations

Policy considerations

The policy considerations relevant to this advertisement consent application are as below.

Paragraph 132 of the National Planning Policy Framework (2019) states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 2 (Development Management) of the South East Lincolnshire Local Plan (2019) (SELLP) sets out the expectation that new development should reflect the principles of good design.

Policy 3 (Design of New Development) of the SELLP requires development proposals to demonstrate how the following issues will be secured:
1. creating a sense of place by complementing and enhancing designated and non designated heritage assets; historic street patterns; respecting the density, scale, visual closure, landmarks, views, massing of neighbouring buildings and the surrounding area;
6. the lighting of public places;
10. the appropriate treatment of facades to public places, including shop frontages to avoid visual intrusion by advertising, other signage, security shutters, meter boxes and other service and communication infrastructure;
11. residential amenity;

Policy 30 (Pollution) of the SELLP states that development proposals will not be permitted where, taking account of any proposed mitigation measures, they would lead to unacceptable adverse impacts upon:

1. health and safety of the public;
2. the amenities of the area; or
3. the natural, historic and built environment; by way of:
6. light levels

Highway safety

The Highway Authority have raised no objections to the proposed signage and, as such, it is not considered that the proposed signage would create a highway safety issue.

Amenity

The site was formerly occupied by a public house which was illuminated both internally and externally late into the evening. Illuminated signage for the public house was previously located where new signs 1 and 3 are proposed to be located. In light of this, it is not considered that the situation would be materially different from what had been in place for numerous years. The proposed design of the signage is simple, but suitably reflects the character of the development as a whole. The proposal is therefore considered acceptable in terms of residential and visual amenity, as well as in regard to its impact on other sensitive receptors such as wildlife.

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.

Conclusion

Taking the above into account, the proposal is considered to be in accordance with Policies 2, 3 and 30 of the SELLP, as well as Paragraph 132 of the National Planning Policy Framework (2019).

The recommendation is therefore to grant consent.