DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-1039-21**	**Applicant:**	**Space Outdoor**
Proposal:	Upgrade of existing 48 sheet advertisement hoarding to support digital poster		
Location:	Land In Front Of Staincliffe Advertising Pinchbeck Road Spalding		
Terminal Date:	29th November 2021		

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
SPALDING AND DISTRICT CIVIC SOCIETY	0	0	0	1
RESIDENTS	0	0	0	2

CASE OFFICER ASSESSMENT

Proposal

The application seeks advertisement consent to upgrade the existing 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

No relevant planning history.

Consultation Responses

Lincolnshire County Council Local Highways Authority

Does not wish to restrict the grant of permission as the sign would occupy the same position as the existing sign therefore site lines and visibility splays will be maintained.

Spalding and District Civic Society

We welcome the proposal to remove the southern facing board. We note that there is no indication whether the applicant intends to reinstate the surfacing on the land in front of the existing board which is currently in a poor state of repair and detracts from the visual amenity of the site. Concerns that the changing signage would be a distraction to motorists.

Residents

One letter of representation has been received from a local resident siting concerns that the site is unkempt.

Planning Considerations

Design and Impact on the character of the area

Spalding and District Civic Society has stated that the surfacing on the land in front of the existing board is currently in a poor state of repair and detracts from the visual amenity of the site. One local resident has also raised concerns that the site in an unkempt state. These concerns are noted, however, it is not considered reasonable to resist the current scheme based on this given the application is only for replacement signage.

The proposed replacement sign would be similar in appearance to the existing sign on the site therefore there would be little discernible difference, other than the illumination. The size is 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

Spalding and District Civic Society raised concerns that the proposed signage may be a distraction to motorists. The concerns are noted, however given the replacement signage would be in the same position as the existing it is not considered to result in any highway safety issues.

The Local Highways Authority has not raised any objections to the proposed replacement signage. It has advised that as the proposed display would occupy the same elevated position as the existing northerly facing display, site lines and visibility splays would be maintained. It would be seen by traffic travelling southbound, which is limited to 30 mph, is well lit, straight, level, and has excellent forward visibility. Highway users would therefore by fully capable of glancing content far in advance of the site without being distracted from the road or traffic conditions ahead. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of viewing advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements. Under these circumstances, such a familiar feature of Pinchbeck Road and surrounding highway network, would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Therefore, the proposal would not be detrimental in the interests of public safety.

As such the proposal 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.