



**SOUTH
KESTEVEN
DISTRICT
COUNCIL**

Planning Committee

11 June 2026



S26/0066

Proposal:	Erection of two signage boards.
Location:	Maggie's Mates, Holywell Road, Carlby, Lincolnshire, PE9 4LX
Applicant:	Mr Andrew Woolley
Agent:	J J and J Hartley
Application Type:	Advertisement Consent
Reason for Referral to Committee:	Called in by Councillor Penny Robins
Key Issues:	Impact on the Character and Appearance of the area
Technical Documents:	

Report Author

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Corporate Priority:

Growth

Decision type:

Regulatory

Wards:

Glen

Reviewed by:

Adam Murray – Principal Development Management Planner

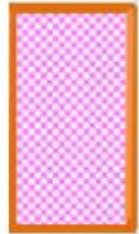
03 June 2026

Recommendation (s) to the decision maker (s)

To authorise the Assistant Director of Planning to GRANT advertising consent, subject to conditions



Key



Application
Boundary



1 Description of Site

- 1.1 The application site relates to the entrance serving the existing business of Maggie's Mates positioned behind the hedge line fronting the north side of High Street, approximately 230m to the west of the limits of Carlby village.
- 1.2 The site is used in connection with the existing doggy day care business, with access from High Street. There is boundary hedging to the front of the site, which lines both sides of the highway into the village of Carlby.

2 Description of proposal

- 2.1 The application seeks advertisement consent for the erection of two signage boards, to be located either side of the entrance from High Street, set behind and just above the hedge line.
- 2.2 The duplicated signage boards will each measure 1.2 metres x 1 metre, comprising powder coated aluminium, and will be mounted on 2 (4 inch x 4 inch) wooden posts. The height from ground to the top of the sign will measure 2 metres and will display the business logo. The signs will not be lit or illuminated in any way.
- 2.3 The application was submitted concurrently along with the full application S26/0065 for Change of use of the dog exercising field to include doggy day care. However, regardless of the outcome of the full application, this advertisement consent is required for the benefit of the existing business and customers locating the entrance to the site.

3 Policy Considerations

- 3.1 **SKDC Local Plan 2011 – 2036**
Policy DE1 – Promoting Good Quality Design
- 3.2 **Design Guidelines for Rutland and South Kesteven Supplementary Planning Document (Adopted November 2021)**
- 3.3 **National Planning Policy Framework (NPPF)**
Section 12 – Achieving well-designed places

4 Relevant history

- 4.1 S20/0479 - Proposed change of use land from an agricultural field to a 'doggy daycare'. Land use (SU Generis) with associated buildings, driveway and hardstanding areas) – Approved 11 August 2020
- 4.2 S23/0922 - Change of use of agricultural land to use as extended provision (dog walking only) of the doggy day care centre as approved under S20/0479

Approved 13 October 2023

- 4.3 S24/0092 - Section 73 application to vary condition 4 (Noise Management Plan/No.of dogs) of S20/0479 (use of land for doggy day care centre, erection of building, driveway and hardstanding) variation is to increase number of dogs allowed on site at any one time from 20 to 40

Approved 7 June 2024

5 Representations Received

5.1 Carlby Parish Council

- 5.1.1 S26/0066 should be refused on the grounds that the proposed signage would have an adverse impact on the character and appearance of the surrounding countryside. This is contrary to Policy E5 of the Local Planning Authority

6 Evaluation

- 6.1 Para 141 of the National Planning Policy Framework states "the quality and character of places can suffer when advertisements are poorly sited and designed", and also states that "advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".
- 6.2 Accordingly, the proposal has been assessed on the basis of potential impact on amenity and public safety. This proposal is considered to be acceptable in principle and in accordance with Policy DE1 of the Adopted Local Plan and Section 12 of the National Planning Policy frameworks, subject to assessment against site specific criteria. These include the impact of the proposal on visual amenities, impact on the character or appearance of the area.
- 6.3 Policy DE1 (Promoting Good Quality Design) of the adopted Local Plan states (amongst other criteria) that to ensure high quality design is achieved throughout the District, all proposals will be expected to make a positive contribution to local distinctiveness, vernacular and character of the area. Proposals should not have an adverse impact on the streetscene, settlement pattern or the landscape / townscape character of the surrounding area. Proposals should be of an appropriate scale, density, massing, height and material, given the context of the area.
- 6.4 Part 12 of the NPPF (Achieving well-designed places) states that good design is a key aspect of sustainable development and new development should be visually attractive as a result of good architecture and appropriate landscaping.
- 6.5 The proposed signage is considered minimal, simple and effective without causing harm or having an adverse impact upon the character or appearance of the area. It is considered that their size, siting and design are appropriate for the location and in accordance with the relevant Local Plan Policies DE1 and Section 12 of the NPPF.

6.6 By virtue of the design, scale and siting, the proposal would not cause a detrimental impact to the surrounding context in accordance with the NPPF Section 12 and Policy DE1 of the Local Plan.

6.7 Highway Issues

6.8 With regard to safety, the sign would not jeopardise public safety. The Highway Authority, have raised no objection to the proposal.

6.9 The proposal would therefore not have an unacceptable adverse impact on highway safety in accordance with the NPPF Section 9.

6.10 Conclusion

6.11 Having regard to the scale and design, as well as the location in which it is proposed, it is considered that the proposed signs would not lead to any significant adverse impact on the character of the local area, being of an appropriate scale, design and siting, and would not jeopardise public safety. The proposal would therefore be in accordance with relevant provisions of Local Policies DE1 and Sections 9 and 12 of the National Planning Policy Framework and accordingly, it is recommended that consent be granted, subject to conditions.

7 Crime and Disorder

7.1 It is considered that the proposal would not result in any significant crime and disorder implications.

8 Human Rights Implications

8.1 Articles 6 (Rights to fair decision making) and Article 8 (Right to private family life and home) of the Human Rights Act have been taken into account in making this recommendation. It is considered that no relevant Article of that Act will be breached

9 Recommendation

That the Assistant Director - Planning is authorised to **GRANT** advertisement consent subject to the conditions set out below.

1 The works hereby consented shall be carried out in accordance with the following list of approved plans:

- i. MAG-26-0950-1A001 Site Location Plan received 13 March 2026
- ii. Drawing, Signage Details including Proposed Materials received 13 March 2026
- iii. Signage Plan with Dimensions and Location received 13 March 2026

Unless otherwise required by another condition of this permission.

Reason: To define the permission and for the avoidance of doubt.

Standard Note(s) to Applicant.

(1) In reaching this decision the Council has worked with the applicant in a positive and proactive manner by determining the application without undue delay. As such, it is considered that the decision is in accordance with Paragraph 39 of the National Planning Policy Framework

Site Location



Proposed signage

