

Development Management Delegated Decision Report

B/21/0449



SUMMARY OF APPLICATION

Application Reference	B/21/0449		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the installation of 1no. non-illuminated fascia sign		
Location	8-10 Wide Bargate, Boston, PE21 6RF		
Applicant	Mr James McDonald, Cash Converters		
Agent	Mr Richard Jenkinson, Capricorn Displays Limited		
Received Date:	11-Oct-2021	Consultation Expiry Date:	30-Nov-2021
Valid Date:	20-Oct-2021	Statutory Expiry Date:	15-Dec-2021
Date of Site Visit:	09-Dec-2021	Extension of Time Date:	---
Objections received?	None		
5 day notification record: N/A			
Councillors notified	Date	Response received – date	Ok to continue
Recommendation	GRANT Advertisement Consent		
Report by:	Emma Dennis		
Date:	05/01/2022		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site is occupied by a three storey building located in Boston town centre and is within Boston Conservation Area. The frontage is currently serving two ground units that are currently vacant. There are three storey buildings either side.

Adjacent to the application is No.4 Wide Bargate which is a Grade II Listed Building. The building is attached to the host building at the first and second floor with the description being:

“...Shop. Early C19, with C20 alterations. Colour-washed brick, stucco dressings, slate roof behind tall parapet. EXTERIOR: 3 storeys, 3 bays. C20 shop front with to right a carriageway with flat arch. To 1st floor 3 glazing bar sashes and to 2nd floor 3 similar smaller sashes. Panelled door to right-hand side. INTERIOR: retains some panelled doors and window architraves to 1st floor...”

As noted in the description above the ground floor between No. 4 Wide Bargate and the application site is an alleyway that leads to the NCP carpark on Red Lion Street.

DETAILS OF PROPOSAL:



Advertisement Consent is sought for a non-illuminated fascia sign measuring 920.2mm by 6926mm and is to be finished in yellow with the Cash Converters logo in the centre.

RELEVANT HISTORY:

B/02/0591 Internally illuminated fascia sign (No.10).
Granted – 09/01/2003.

B/08/0187 Internal and external alterations to existing shop units to provide one retail unit plus one self-contained flat at first floor and one self-contained flat at second floor (No.8-10).
Granted – 22/05/2008.

B/17/0287 Application for advertisement consent for fascia sign and projecting sign.
Granted 18/09/2017 (No.10).

B/21/0018 Demolition of rear first floor rest room and erection of rear extension to provide staircase and bin storage.
Granted – 08/04/2021.

RELEVANT DEVELOPMENT PLAN POLICIES AND DOCUMENTS:

The following policies contained within the South East Lincolnshire Local Plan (2011-2036) (i.e. SELLP) are relevant to this application:

- Policy 2: Development Management;
- Policy 3: Design of New Development; and
- Policy 29: The Historic Environment.

OTHER RELEVANT DOCUMENTS / LEGISLATION / GUIDANCE:

National Planning Policy Framework (2021)

At the heart of the 2021 Framework is a presumption in favour of sustainable development. The following sections are relevant to this scheme:

- Section 12: Achieving well-designed places;
- Section 16: Conserving and enhancing the historic environment.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

The proposal should be assessed against Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Advertisements should be subject to control only in the interests of amenity and public safety, these being the two fundamental control practice criteria embedded in the Regulations.

Boston Town Centre Conservation Area Management Plan 2017-2020 National Planning Practice Guidance (PPG)

CONSULTATION RESPONSES:

Lincolnshire County Council (Local Highway and Lead Local Flood Authority) does not wish to object to this planning application.

Historic Conservation Advisor cannot support the application and has made the following comments, to summarise:

- The large yellow fascia is over-dominant and inappropriate and detrimental to the character of the Conservation Area. We consider a more uniform colour scheme to be appropriate in the Conservation Area – potentially a balance in this instance is to utilize the same dark grey colour on the fascia and the background to the letter can be yellow.
- We consider the use of halo lite LED lettering to be inappropriate within the Conservation Area and any lettering should be hand painted on to the fascia in line with existing Best Practice Guidance as set out in the Shop Front Design guide produced by Boston Borough Council.
- We consider the design of the new shopfront is of a generic nature and character and requires improvement to its design to reach a point that it will be an enhancement to this area. Given the age of the building, a more traditional shopfront would be more appropriate in this instance and we would refer the designer to the Boston Shop Front Guide for guidance on what is and is not appropriate.
- The perforated steel internal shutter is favourable to an external shutter, or any such mechanism that would protrude from the shopfront, as long as the internal mechanism will not be overtly visible from the street.

A re-consultation was carried out following the submission of amended plans (dated 07/01/2022), the Historic Conservation Advisor had the following comments:

- The size of the lettering appears to have increased from the original proposal. Honestly I don't think we are doing enough in this instance and think that it is very generic and poor shopfront front, however I am aware that the existing isn't great so we may in fact be "preserving" the character of the CA. I'd rather we were improving it though.

THIRD PARTY REPRESENTATIONS RECEIVED:

No third party representations have been received.

EVALUATION:

The key considerations in regard to this application are:

- Public safety;
- Impact on amenity and the historic environment.

Public safety

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identify that factors relevant to public safety include the safety of people using the highway and whether the display of the advertisement is likely to:

- obscure or hinder the ready interpretation of any traffic sign;
- or hinder the operation of any security or surveillance device;
- or device for measuring the speed of vehicles.

It is considered that the proposed sign would not be harmful to highway safety as it is considered to not be a distraction to passers-by either vehicles or on foot. The sign is not illuminated and taking into account the frontage faces the dead-end section for daytime vehicle movements (before passing onto the pedestrian section of Strait Bargate), it will not pose a risk to passing cars. Furthermore, it is considered it would not hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

It is considered the proposal will not impact on the safety of highway users or members of the public.

Impact on amenity and the historic environment

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identifies that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Policy 2 of the SELLP states that proposals will be permitted provided that sustainable development considerations are met. These include size, scale, layout, density and impact on the amenity, trees, character and appearance of the area and the relationship to existing development and land uses as well as the quality of its design and orientation.

Policy 3 of the SELLP states all development must create a sense of place by respecting the density, scale, visual closure, landmarks, views, massing of neighbouring buildings and the surrounding area.

Policy 29 of the SELLP will not be permitted where proposals will have adverse impacts upon aspects such as the amenities of the area and the historic environment.

The application site is located in part of the town centre where commercial uses are concentrated and where advertisements are commonplace with a variety of designs and sizes. The application site was originally two separate units, the proposal is to create one large unit with a fascia sign spanning the entire width of the building.

The original submission was inappropriate in terms of the size and design of the sign and required improvement to ensure it doesn't have a negative impact upon the conservation area.

The amended plans show a reduction in the size of the fascia and the Halo lighting has been removed so that the sign will now not include any form of illumination. The lettering on the sign has been enlarged slightly to compensate for the loss of lighting, which is considered a more acceptable compromise.

The application site and surrounding area is within Boston Conservation Area. The building itself is not listed, however, the adjoining building (No.4) is Grade II listed and there are other listed buildings located further along (No's 14, 18 & 3 telephone kiosk's) opposite (No's 1, 7, 9 & 11). All of these buildings contain signage and given this visual context, the reduced size of the

proposed advertisement, it is considered that the proposed advertisements will not have significantly adverse impacts upon the general characteristics of the area.

It is considered that the proposed advertisements are sympathetic to this context, given that they:

- will not be illuminated;
- the size of the fascia sign has been reduced in size and framed by the proposed shopfront.

In all, therefore, it is considered that the proposed advertisements will be in keeping with the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

CONCLUSION:

The application site is located in a part of the town centre where commercial uses are concentrated, and where advertisements are commonplace. It is considered that the proposal:

- is in keeping with the general characteristics of the locality, and will not have any significant adverse impact upon the setting of attached listed buildings or the character and appearance of the Boston Conservation Area; and
- will not impact upon the safety of highway users or the operation of the town's CCTV or speed-control cameras.

RECOMMENDATION:

GRANT Advertisement Consent subject to the following condition(s) and reason:-

CONDITIONS / REASONS	
Pre-commencement conditions?	Agreed with applicant/agent - Date:
1	<p>This consent expires after 5 years from the day consent was initially granted.</p> <p>Reason: Required to be imposed by Section 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</p>
2	<p>The development hereby permitted shall be carried out in strict accordance with the associated plans referenced:</p> <ul style="list-style-type: none"> ▪ File 13-1 Front Visual (received 07/01/2022) <p>Reason: To ensure the development is undertaken in accordance with the approved details, and to comply with Policies 2, 3 and 29 of the South East Lincolnshire Local Plan (2011-2036), and guidance contained in the National Planning Policy Framework (February 2021).</p>
3	<p>(i) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.</p> <p>(ii) No advertisement shall be sited or displayed so as to—</p> <p>(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</p>

	<p>(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or</p> <p>(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.</p> <p>(iii) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.</p> <p>(iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.</p> <p>(v) Where an advertisement is required under this permission to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.</p> <p>Reason: Standard conditions imposed by the Town and Country Planning (Control of Advertisement) Regulations 2007.</p>
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INFORMATIVES / NOTES TO BE INCLUDED ON/WITH DECISION NOTICE	
<p><u>STATEMENT OF PROACTIVE WORKING:</u></p> <p>In determining this application, the authority has taken account of the guidance in paragraph 38 of the National Planning Policy Framework 2021 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.</p>	