

Development Management Delegated Decision Report

B/21/0056



SUMMARY OF APPLICATION

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Application Reference	B/21/0056		
Application Type	Advertisement Consent		
Proposal	Advertisement consent for 1 no. wrap around internally illuminated fascia sign, 1 no. internally illuminated projecting sign and 1 no. edge illuminated poster window display sign.		
Location	Unit A, Scott Drive, Wyberton, Boston, PE21 7TD		
Applicant	Sarah Dellow, Papa John's		
Agent	Mr David Naylor, MG Signs Limited		
Received Date:	09-Feb-2021	Consultation Expiry Date:	09-Mar-2021
Valid Date:	09-Feb-2021	Statutory Expiry Date:	06-Apr-2021
Date of Site Visit:	16-Feb-2021	Extension of Time Date:	----
Objections received?	No		
5 day notification record:	Not applicable		
Councillors notified	Date	Response received – date	Ok to continue
Recommendation	GRANT Advertisement Consent		
Report by:	Grant Fixter		
Date:	22/03/2021		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site comprises a single storey unit located off Scott Drive, Wyberton and is within the Quadrant development. The unit will operate as a Papa Johns and essentially forms a small business park with Starbucks, Enterprise car hire and a Travelodge. There is residential development to the west and the site is essentially surrounded by the remaining Quadrant development.

DETAILS OF PROPOSAL:

This proposal seeks Advertisement Consent for the installation of:

- 1 wrap around internally illuminated fascia sign;
- 1 internally illuminated projecting sign;
- 1 edge illuminated poster window display sign.

The signage will display the associated Papa John's branding and full details of the scheme are shown on the following plans:



- 20109-01 – Site Location & Block Plan;
- 24491 Rev 1 – Sign 1 Internally Illuminated Fascia Sign;
- 24491 Rev 1 – Sign 2 Internally Illuminated Fascia Sign;
- 24491 Rev 1 – Sign 3 Internally Illuminated Fascia Sign;
- 24491 Rev 1 – Sign 3 Double Sided Internally Illuminated Projection Sign;
- 24491 Rev 1 – Sign 5 Poster Window Display Plan.

RELEVANT HISTORY:

- B/19/0333 - Application for approval of reserved matters (appearance, landscaping, layout and scale) relating to Plot C - revised scheme - to allow for the construction of a vehicle rental facility (Enterprise Rental Centre) and A5 Unit, alongside the 'as built' Drive-Thru unit (approved under B/19/0050) – Approved on 03/12/2019;
- B/19/0050 - Application for approval of reserved matters (appearance, layout and scale) for the construction of hotel (Class C1), public house/restaurant (Class A4) and drive-thru restaurant (Mixed use of Class A1 and A3) plus associated car parks and internal roadway – Approved on 28/04/2019.
- B/14/0165 - Hybrid planning application (part outline, part full) for a single composite development of:
 - 1. A new community stadium for Boston United Football Club including education, community and sports facilities (stadium capacity approximately 5,000) and 3G All Weather floodlit pitch with all details submitted in full including all of the reserved matters and a roundabout junction on the A16.
 - 2. A new distributor road connecting the A16 with London Road, all details submitted in full and including the demolition of no's 262 and 264 London Road.
 - 3. Re-alignment of the Towns Drain and extension to Wyberton Sports Ground.
 - 4. Erection of upto 500 dwellings in outline with all matters except access reserved.
 - 5. Erection of a food store (Class A1) gross floor area approximately 7,000sqm and petrol filling station in outline with all matters except access reserved.
 - 6. Erection of commercial and leisure uses (Classes A3, A4 and A5 - restaurant, public house and hot food takeaway) with gross floor area approximately 2,200sqm, in outline with all matters except access reserved.
 - 7. Erection of a 60 bed (approximate) hotel, in outline with all matters except access reserved.
- Approved on 30/03/2015.

RELEVANT DEVELOPMENT PLAN POLICIES AND DOCUMENTS:

South East Lincolnshire Local Plan (2011-2036)

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;
- Policy 30: Pollution.

OTHER RELEVANT DOCUMENTS / LEGISLATION / GUIDANCE:

National Planning Policy Framework (2019)

At the heart of the 2019 Framework is a presumption in favour of sustainable development. The following sections are relevant to this scheme:

- Section 2: Achieving sustainable development;
- Section 4: Decision-making;
- Section 12: Achieving well-designed places.

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

CONSULTATION RESPONSES:

Black Sluice IDB

Did not respond.

Wyberton Parish Council

Do not object and made the following comments:

- It is good to see a Pizza restaurant rather than the usual fast food establishments;
- It is hoped that this will be successful so that it does not end up in the future as a fast food
- Place.

Lincolnshire County Council

Have no objections as the proposal will not have an impact on the Public Highway or Surface Water Flood Risk.

Environmental Health

Have no objections.

Principal Community Safety Officer

Have no objections.

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.

The proposal is small scale in nature and comprises 1 wrap around internally illuminated fascia sign, 1 internally illuminated projecting sign and 1 edge illuminated poster window display sign. The level of advertisement is what you would expect from a unit such as this.

The Community Safety Manager was consulted who confirmed they had no objections, meaning the proposal would not hinder the operation of any surveillance device in the area.

It is considered the proposal will not impact on the safety of highway users or members of the public. Furthermore, the proposed signage would not hinder security as the advertisements are small scale in nature and no hanging signs are proposed which can sometimes obscure visions of security devices.

Impact on amenity and the historic environment

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identify 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 requiring planning permission 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 30 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 amount of the signage which would be illuminated is considered to be proportionate for the size of the frontage and would not result in a dominant addition to the frontage or the wider area. It is considered that the proposal is consistent with other examples of modern commercial signage in the area.

The prospective building is unlisted and is not located within a conservation area. It does not form part of the setting of any listed building or conservation area. The application site is located in a recently developed area with commercial uses immediately adjacent, such as Starbucks and Enterprise car hire. Advertisements, therefore, are very common in the locality of the site and have a variety of designs. It is, therefore, considered that the proposed advertisements will be in keeping with the general characteristics of the area.

CONCLUSION:

The building is located in a part of town where commercial uses are concentrated, and where advertisements are common. It is considered that the proposals:

- are minor in scale and are in keeping with the general characteristics of the locality; will not impact on any features of historic, architectural, cultural or similar interest; and
- will not impact upon: the safety of highway users; or the operation of the town's CCTV cameras.

The proposal, therefore, complies with both local and national policy and is acceptable.

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 application received on 09/02/2021 and in accordance with the associated plans referenced:</p> <ul style="list-style-type: none">• 20109-01 – Site Location & Block Plan;• 24491 Rev 1 – Sign 1 Internally Illuminated Fascia Sign;• 24491 Rev 1 – Sign 2 Internally Illuminated Fascia Sign;• 24491 Rev 1 – Sign 3 Internally Illuminated Fascia Sign;• 24491 Rev 1 – Sign 3 Double Sided Internally Illuminated Projection Sign;• 24491 Rev 1 – Sign 5 Poster Window Display Plan. <p>Reason: To ensure the development is undertaken in accordance with the approved details, and to comply with Policies 2, 3 and 30 of the South East Lincolnshire Local Plan 2011-2036, and guidance contained in the National Planning Policy Framework (February 2019).</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> <ul style="list-style-type: none">(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);(b) obscure, or hinder the ready interpretation of, any traffic sign, railway

	<p>signal or aid to navigation by water or air; or (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>

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 2019 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.</p>	