

Development Management Delegated Decision Report

B/21/0103



SUMMARY OF APPLICATION

Application Reference	B/21/0103		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the installation of 3no. non illuminated Fascia Signs 1200mm wide by 500mm high		
Location	A52 Liquorpond Street/A16 John Adams Way, Spalding Road Roundabout, PE21 8UF		
Applicant	Mr Steve Green, CP Media		
Agent			
Received Date:	12-Mar-2021	Consultation Expiry Date:	10-04-2021
Valid Date:	12-Mar-2021	Statutory Expiry Date:	07-May-2021
Date of Site Visit:	17-Mar-2021	Extension of Time Date:	N/A
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:	26/04/2021		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site is a roundabout which joins Liquorpond Street, John Adams Way and Spalding Road. There is a listed lamp post 90m to the east of the roundabout.

The roundabout is constructed of tarmac and contains directional signs.

DETAILS OF PROPOSAL:

Advertisement consent is sought for the erection of 3 non-illuminated freestanding signs. Each sign would measure 1200mm(W) by 500mm(H).

The signs would be erected onto the roundabout facing each of the entrance roads and will not conflict with any existing traffic street furniture. The proposed sign would be fixed into the ground using steel posts (two per sign) with the distance between the ground and the bottom of the sign being approximately 350mm.



The signs are part of the roundabout sponsorship scheme run by Lincolnshire County Council and the details of the advertisements are not included in this application as they will change periodically. The content will be required to meet the prescribed requirements of the Advertising Standards Authority Ltd.

RELEVANT HISTORY:

There is no relevant history on this site.

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; and
- Policy 3: Design of New Development.

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 4: Decision-making; and
- Section 12: Achieving well-designed places.

National Planning Practice Guidance (PPG)

CONSULTATION RESPONSES:

Lincolnshire County Council (Local Highway and Lead Local Flood Authority) have commented, to summarise:-

“The details of the advertisements themselves are not included in the Application as these will change periodically, in line with the Applicant Company's commercial contract with the party wishing to display their advertisement. The content will however be required to meet the prescribed requirements of the Advertising Standards Authority Ltd.

In the event that Planning Consent should be granted, further detailed assessments will be undertaken by officers of the highway authority in respect of the specific locations of each advertisement board, relative to any existing signs, other street furniture and underground utility company services.

This is a process that will remain within the control of the highway authority and therefore the authority does not wish to raise objection to this Application, on the grounds that the proposed advertisements would be expected to have an unacceptable impact upon highway safety.”

THIRD PARTY REPRESENTATIONS RECEIVED:

No third party representations have been received.

EVALUATION:

The key considerations in regard to this application are effects on public safety and effects upon amenity.

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.

These three signs are to be erected in an area where it is characterised by a mixture of residential and commercial uses where other signs are visible. Most notably there is a large LED advertisement board that was approved 20/11/2020 which is 30m south-west of the application site.

The proposed sign(s) are non-illuminated and are an appropriate size and scale which sit within the streetscene without creating a significant distraction to be detrimental to highway safety.

Notwithstanding the sign's content would be subject to LCC approval it is considered the proposal will not impact upon the safety of highway users.

Amenity - 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.

This roundabout is not in a conservation area and there are no listed buildings within 50m. The site therefore does not form part of the setting of a listed building or conservation area. These signs would be visible from the public highway but are small in scale and they are not considered to be detrimental to the amenity of the locality providing they are erected in accordance with the approved plans.

It is, therefore, considered that the proposed advertisements will be in keeping with the general characteristics of the area.

CONCLUSION:

The application site is located on a roundabout in an area where advertisements are now commonplace. It is considered that the proposal:

- Is 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.

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 date 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 signage hereby approved by this consent shall be carried out in strict accordance with the application received and with the details shown on:</p> <ul style="list-style-type: none"> ▪ Location plan ▪ Site plan ▪ Sign Specification sheet <p>Reason: To ensure the development is undertaken in accordance with the approved details, and to comply with Policies 2 and 3 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> <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>

INFORMATIVES / NOTES TO BE INCLUDED ON/WITH DECISION NOTICE
STATEMENT OF PROACTIVE WORKING:

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.