

Development Management Delegated Decision Report

B/21/0104



SUMMARY OF APPLICATION

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Application Reference	B/21/0104		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the Installation of 4no. non-illuminated signs 1200mm wide by 500mm high		
Location	Wide Bargate/A16 John Adams Way, A1137 Horncastle Road Roundabout, PE21 6SG		
Applicant	Mr Steve Green, CP Media		
Agent			
Received Date:	12-Mar-2021	Consultation Expiry Date:	10-Apr-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/R			
Councillors notified	Date	Response received – date	Ok to continue
Recommendation	GRANT Advertisement Consent		
Report by:	Emma Dennis		
Date:	30/04/2021		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site is a roundabout which joins John Adams Way, Horncastle Road, Wide Bargate and Spilsby Road. The roundabout is within the Boston Conservation Area and the following Grade II listed buildings are within 50m of the application site:

- The Georgians, 50-52 Wide Bargate, Boston;
- The Red Cow and Gate Piers, 48 Wide Bargate, Boston;
- 84, 86 & 88 wide Bargate, Boston;
- Bargate Bridge, Bargate End, Boston;
- Bargate Lodge House, 73 Wide Bargate, Boston;
- 71 Wide Bargate, Boston;
- Holland House, 69 Wide Bargate, Boston;
- Warehouse, Wide Bargate, Boston; and
- 44-46 Wide Bargate, Boston

The roundabout is constructed of blocks around the side with grass on the top and several trees. There are also directional signs at each of the entrance roads.

DETAILS OF PROPOSAL:



Advertisement consent is sought for the erection of 4 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.

These 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;
- Policy 3: Design of New Development;
- Policy 29: The Historic Environment.

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

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.”

Historic Conservation Advisor was consulted on this application and has no comments to make.

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.

The four proposed signs are to be erected in an area where is it characterised by a mixture of residential (care home) and retail/commercial where other signs are visible. The roundabout contains some existing signage and metal animal features.

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 within the Boston Conservation Area and is within the setting of several listed buildings. The Heritage Conservation Advisor has raised no objection to the application.

The signs would be visible from the public highway, however they are of a small scale and are not considered to be detrimental to the amenity of the locality and surrounding historical features 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 common. It is considered that the proposals:

- 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.

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, 3 & 29 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 on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);</p> <p>(ii) No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;</p> <p>(iii) Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;</p> <p>(iv) Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and</p>

	<p>(v) If an advertisements is required to be removed, the site must 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 2019 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.</p>	