

# Development Management Delegated Decision Report

B/21/0109



SUMMARY OF APPLICATION			
Application Reference	B/21/0109		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the Installation of 4no. Non-illuminated Freestanding Signs 1200mm wide by 500mm high on roundabout between Boardside, Gilbert Drive and Ashton Hall Drive and 4no. Non illuminated Signs 1200mm wide by 500mm on roundabout between Gilbert Drive and Sunflower Way		
Location	A1121 Boardsides/Gilbert Drive, Ashton-Hall Drive, Boston, PE21 7TF		
Applicant	Mr Steve Green, CP Media		
Agent			
Received Date:	12-Mar-2021	Consultation Expiry Date:	17-Apr-2021
Valid Date:	12-Mar-2021	Statutory Expiry Date:	07-May-2021
Date of Site Visit:	24-Mar-2021	Extension of Time Date:	N/R
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:	30/04/2021		

## OFFICER REPORT

### SITE AND SURROUNDINGS:

This applications contains two roundabouts in close proximity to each other serving the same housing estate.

Roundabout LCC007 joins the Boardsides(A1121), Gilbert Drive and Ashton Hall Drive. It is mainly grassed with a parking space for maintenance vehicles and also contains directional signs and a street lamp.

Roundabout LCC008 joins Gilbert drive, Sunflower Way and Enterprise Way. This is a smaller roundabout which serves the housing estate, commercial buildings and the enterprise centre.

### DETAILS OF PROPOSAL:

Advertisement consent is sought for the erection of:



- 4 Non-illuminated freestanding signs on the roundabout between Boardside, Gilbert Drive and Ashton Hall Drive; and
- 4 Non illuminated freestanding signs on the roundabout between Gilbert Drive and Sunflower Way.

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:**

B/01/0579 Construction of a distributor road.  
Granted – 30/11/2001

B/03/0347 Variation of Condition 12 attached to planning permission B06/0273/97 for residential development which requires link to Arundel Crescent be made within 3 years of occupation of the first house to 5 years.  
Granted – 10/07/2003

B/06/0252 Variation of Condition 5 attached to outline planning permission for business park and residential development granted on the 30 July 1999 to allow an additional 2 years for the completion of the Emergency/Bus access to be formed at the sites frontage onto Sleaford Road between numbers 209 & 211.  
Granted – 05/06/2006

This history is inclusive of both roundabouts.

### **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.”*

LCC Note: Care will need to be taken at this roundabout to avoid the proposed advertisement obstructing the access road provided for the maintenance of the street lighting units on the central island.

Wyberton Parish Council strongly object as they feel these stand-alone advertising boards are a safety risk for traveling vehicles, obscuring the view and distracting the drivers. It is noted that this parish had no objections to applications B/21/0105 and B/21/0113 which is for a similar proposal by the same applicant.

Cadent Gas have commented to say they would not object as the intermediate and high pressure gas pipelines in the area would not be affected by the application.

### **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.

Roundabout LCC007 - These four signs are to be erected in an area that is predominantly commercial where other signs are visible. Most notably are the large car dealership signs immediately to the east of this roundabout.

Roundabout LCC008 – The four signs proposed for this roundabout are in an area where it is characterised by a mixture of residential and commercial uses where other signs are visible to the north-west and south-west.

The proposed sign(s) on both roundabouts 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.

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.

Neither of these roundabouts are in a conservation area and there are no listed buildings within 50m. The sites therefore do 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 sites are located on roundabouts in an area where advertisements are common. 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.	This consent expires after 5 years from the date consent was initially granted.  <b>Reason:</b> Required to be imposed by Section 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2.	The signage hereby approved by this consent shall be carried out in strict accordance with the application received and with the details shown on:

	<ul style="list-style-type: none"> <li>• Location plan (LCC007 &amp; LCC008)</li> <li>• Site plan</li> <li>• Sign Specification sheet</li> </ul> <p><b>Reason:</b> To ensure the development is undertaken in accordance with the approved details, and to comply with Policies 2 &amp; 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><b>Reason:</b> Standard conditions imposed by the Town and Country Planning (Control of Advertisement) Regulations 2007.</p>

#### **INFORMATIVES / NOTES TO BE INCLUDED ON/WITH DECISION NOTICE:**

LCC Note: Care will need to be taken at this roundabout to avoid the proposed advertisement obstructing the access road provided for the maintenance of the street lighting units on the central island.

#### **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.

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