

Development Management Delegated Decision Report

B/21/0110



SUMMARY OF APPLICATION

SUMMARY OF APPLICATION			
Application Reference	B/21/0110		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the installation of 3no. Non-illuminated signs 1200mm wide by 500mm high on the roundabout leading to Sleaford Road and 3no. signs 1200mm wide by 500mm High on the roundabout leading to Fydell Street and Asda Superstore		
Location	Lister Way/Asda Store Roundabout, Boston, PE21 8EQ		
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	REFUSE Advertisement Consent		
Report by:	Emma Dennis		
Date:	30/04/2021		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site consists of two roundabouts in close proximity to each other.

Roundabout LCC003 is located on Lister Way and enables access for Asda delivery vehicles. The diameter of this roundabout is small and contains three directional signs which fills the central island. There is a wider block paved section around the central island which gives turning space for delivery vehicles.

Roundabout LCC004 is located on southern end of Lister Way and is the access for the ASDA Superstore and ASDA petrol station. The design of this roundabout is the same as LCC003.

DETAILS OF PROPOSAL:

Advertisement consent is sought for the erection of:



- 3 Non-illuminated freestanding signs on the roundabout that leads onto Fydell Street; and
- 3 Non illuminated freestanding signs on the roundabout that leads onto Sleaford Road.

Each sign would measure 1200mm(W) by 500mm(H).

The signs would be fixed to the existing steel posts of the street furniture under the chevrons with the distance between the ground and 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/00/0057 Construction of a retail store with associated access roads, car park, petrol filling station, electricity substation, construction of a new highway and ancillary works plus change of use of building to office (Class B1), Residential Institution (C2), Education Centre or Consulting Rooms (D1).
Granted – 12/02/2004.

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 requested this application be refused, to summarise:-

“The two roundabouts proposed in this Application for the siting of advertisements are of the 'Compact Roundabout' design where much of what would be the central island of a conventional roundabout is paved so as to provide an over-run area for larger vehicles. The actual central island on Compact Roundabouts is therefore very much smaller. In the case of both roundabouts which are the subject of this Application, the central island is only just large enough to accommodate the

prescribed road signs. The proposed advertisements would therefore risk obstructing drivers' clear vision of the prescribed road signs and would therefore 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 the effects on public safety and the 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.

This type of 'Compact Roundabout' are designed in a way which provides an over-run area for larger vehicles, therefore the central island part of the roundabout is much smaller and doesn't not have the capacity to fit any additional signs than the directional roads signs which are already in place. It is considered that the proposed advertisements would therefore risk obstructing drivers' clear vision of the directional road signs which would create an unacceptable impact upon highway safety.

In all, therefore, it is considered that the proposed advertisements would compromise public safety.

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. 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 will not impact the amenity of the locality. However, although the proposed signs are minor in scale it is considered that they will have an impact upon the safety of highway users due to the compact design of these two roundabouts.

RECOMMENDATION:

REFUSE Advertisement Consent for the following reason:-

	CONDITIONS / REASONS	
--	-----------------------------	--

Pre-commencement conditions?		Agreed with applicant/agent - Date:	
1	The proposed signs on roundabout LCC003 and LCC004 by reason of the size and position would cause an unreasonable distraction to drivers and would risk obstructing the drivers' clear vision of the prescribed directional signs. As such, the proposed advertisement signs would harm the level of public safety and as such are contrary to Policies 2 and 3 of the South East Lincolnshire Local Plan (2011-2036), The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and the National Planning Policy Framework's provisions in respect of advertisements.		

INFORMATIVES / NOTES TO BE INCLUDED ON/WITH DECISION NOTICE	
<u>STATEMENT OF PROACTIVE WORKING:</u>	
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.	
<u>Plans duly considered against this application:</u>	
<ul style="list-style-type: none"> • Location Plan LCC003 • Site Plan LCC003 • Location Plan LCC004 • Site Plan LCC004 • Image of Signage • Signage Specification Sheet 	