

Development Management Delegated Decision Report

B/21/0113



SUMMARY OF APPLICATION

SUMMARY OF APPLICATION			
Application Reference	B/21/0113		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the installation of 3no. Non-illuminated Freestanding Signs 1200mm wide by 500mm high at roundabout leading to new hammond Beck Road and Westbridge Road, 3no. Non-illuminated Freestanding Signs 1200mm wide by 500mm high at roundabout on the A52 and 3no. Non-illuminated Freestanding Signs 1200mm wide by 500mm high on roundabout leading to Swineshead Road and West End Road		
Location	A52 Swineshead Road/Westbridge Road Roundabout, Boston, PE21 7JE		
Applicant	Mr Steve Green, CP Media		
Agent			
Received Date:	15-Mar-2021	Consultation Expiry Date:	17-Apr-2021
Valid Date:	15-Mar-2021	Statutory Expiry Date:	10-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 application contains three roundabouts in close proximity to each other located south of Boston.

Roundabout LCC005 Joins Swineshead Road, Westbridge Road and the A52. It is larger than the other roundabouts with directional signs and leads into the shopping park.

Roundabout LCC006 Joins Westbridge Road with Hammond Beck Road with one entrance being the access road into Tesco, B&Q and Lidl. It consists of a small roundabout with directional signs and small local business signs.

Roundabout LCC009 Joins Swineshead Road, West End Road and the A52. It is a small grassed roundabout with directional signs, there are two public houses adjacent.



DETAILS OF PROPOSAL:

Advertisement consent is sought for the erection of:

- 3 Non-illuminated freestanding signs on the roundabout between Swineshead Road, A52 and Westbridge Road;
- 3 Non illuminated freestanding signs on the roundabout between Westbridge Road and New Hammond Beck Road; and
- 3 Non illuminated freestanding signs on the roundabout between A52, Swineshead Road and West End Road.

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

The signs would be erected on 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/15/0298 Erection of public house/restaurant with associated access and parking.
Granted - 04/11/2015

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; 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 not have an unacceptable impact upon highway safety.”

Wyberton Parish Council have no objections.

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 LCC005 – These three signs are to be erected in an area that is predominantly retail where other signs are visible. Most notably the illuminated totem pole sign advertising Tesco, on the north-east part of the roundabout.

Roundabout LCC006 - These three signs are to be erected in an area that is predominantly retail where other signs are visible. Most notably the B&Q Superstore to the north west and Tesco to the north east, both of which have multiple signage adjacent to this roundabout.

Roundabout LCC009 - These three signs are to be erected in an area that already contains signage adjacent to the public highway. Most notably the signage to the north west and south west which advertise The Chain Bridge and the Hammer & Pincers public houses.

The proposed sign(s) on all three 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.

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(s) are located on roundabouts 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 (LCC005, LCC006 and LCC009)▪ 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.	(i) No advertisement is to be displayed without the permission of the owner of the site

	<p>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	
<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>	