

# Development Management Delegated Decision Report

B/21/0278



SUMMARY OF APPLICATION			
Application Reference	B/21/0278		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the erection of 3no. fascia signs & 1no. free standing sign		
Location	Turnbull, 1 Nelson Way, Boston, PE21 8UA		
Applicant	Mr C Hopkins, Turnbull & Co Ltd		
Agent	Mr Steve Dunn, Steven Dunn Architects Limited		
Received Date:	14-Jun-2021	Consultation Expiry Date:	19-Aug-2021
Valid Date:	22-Jul-2021	Statutory Expiry Date:	16-Sep-2021
Date of Site Visit:	16-Sep-2021	Extension of Time Date:	---
Objections received?	None		
5 day notification record: Not applicable			
Councillors notified	Date	Response received – date	Ok to continue
Recommendation	GRANT Advertisement Consent		
Report by:	Simon Eldred		
Date:	16 <sup>th</sup> September 2021		

## OFFICER REPORT

### SITE AND SURROUNDINGS:

The application site is located on the southern side of Nelson Way, Boston and contains a concrete-surfaced yard and linked, modern storage/retail buildings in brick and sheet materials, and contained (to the highway) by aluminium security fencing. The site is used for the retailing of building, plumbing and heating supplies, and there are currently several signs displayed on the premises – both on the buildings and free-standing. The site is located within an industrial/trading estate where advertisements are common.

### DETAILS OF PROPOSAL:

It is proposed to erect four signs, in replacement of existing examples of a similar size. The proposed signs are:

- an unilluminated, aluminium fascia sign (2.4m high and 5.7m wide) to be displayed on the eastern elevation of the building at 4m above ground level, reading 'TURNBULL Plumbing & Heating Supplies' in blue and white lettering on a blue and yellow background;
- an unilluminated, aluminium fascia sign (2m high and 5m wide) to be displayed on the western elevation of the building at 4m above ground level, reading 'TURNBULL Plumbing



& Heating Supplies Kitchen & Bathroom Showroom' in blue and white lettering on a blue and yellow background;

- an unilluminated, aluminium fascia sign (0.6m high and 18.6m wide) to be displayed on the northern elevation of the building at 2.5m above ground level, reading 'TURNBULL Plumbing & Heating Supplies TURNBULL Kitchen & Bathroom Showroom TURNBULL' in blue and white lettering on a blue and yellow background; and
- an unilluminated free-standing sign (1.82m wide and 2.4m high) to be displayed adjacent to the vehicular access into the site at 2.5m above ground-level, reading 'TURNBULL Plumbing & Heating Supplies Kitchen & Bathroom Showroom' in blue and white lettering on a blue and yellow background.

### **RELEVANT HISTORY:**

- B/17/0330 – full planning permission granted for demolition of warehouse buildings to rear of site, upgrading/recladding to existing warehouse, and new palisade fencing.
- B/17/0331 – advertisement consent granted for removal of existing signage and erection of 10 non-illuminated fascia signs on northern and eastern elevations.

### **RELEVANT DEVELOPMENT PLAN POLICIES AND DOCUMENTS:**

The **South East Lincolnshire Local Plan 2011-2036** shows the site as being within Boston's Settlement Boundary and Employment Site BO003. The relevant Policies are:

- Policy 2: Development Management; and
- Policy 3: Design of New Development.

### **OTHER RELEVANT DOCUMENTS / LEGISLATION / GUIDANCE:**

#### **National Planning Policy Framework (2021)**

At the heart of the 2021 Framework is a presumption in favour of sustainable development. The following section is relevant to this scheme:

- Section 12: Achieving well-designed places.

### **CONSULTATION RESPONSES:**

Lincolnshire County Council (the Local Highway and Lead Local Flood Authority) notes that the proposal is for signage associated with retail units and it does not have an impact on the public highway or surface water flood risk. Consequently, it concludes that the proposal is acceptable and therefore does not wish to object.

### **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.

All of the proposed signs will be visible from the public highway (from Nelson Way or Spalding Road). However:

- all the proposed signs are unilluminated; and
- none are new signs - but are merely like-for-like replacements for existing examples.

In these circumstances, it is considered that the signs will not impact on the safety of highway users. At the site visit, no CCTV or speed control cameras were noted in the vicinity, and it is also considered that the proposed signs will in no way hinder the operation of such devices.

**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.

No buildings or structures within the application site are listed, the site does not form part of the setting to any nearby listed buildings, and the site is not located within the Boston Conservation Area. The site is located in a part of the town where commercial uses are concentrated, and where advertisements are common. These proposals involve the replacement of similar, existing advertisements, and it is considered that will be in keeping with the commercial character of the area. As a consequence, it is considered that these proposed advertisements will be in keeping with the general characteristics of the area.

## **CONCLUSION:**

The signs are proposed to be displayed in a part of town where commercial uses are concentrated, and where advertisements are common. It is considered that the proposals:

- are in keeping with the general characteristics of the locality, and will not impact on any features of historic, architectural, cultural or similar interest; and
- will not impact upon the safety of highway users or the operation of the town's CCTV or speed-control cameras.

## **RECOMMENDATION:**

GRANT Advertisement Consent subject to the following conditions and reasons:-

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 14-Jun-2021 and with the details shown on:

	<ul style="list-style-type: none"> <li>• DRNG. No. 2647-A1-01b – Existing Site Location &amp; Block Plan; and</li> <li>• DRNG. No. 2647-A1-07g - Proposed Signage Elevations.</li> </ul> <p><b>Reason:</b> 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 2021).</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	
<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 2021 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.</p>	