



B O S T O N BOROUGH COUNCIL

Municipal Buildings, West Street, Boston, Lincolnshire, PE21 8QR

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

APPLICATION DECISION NOTICE

Application Reference: B/21/0281

Applicant: Mr Alexander Winstone
Poundland Limited
Pattison House
Walsall
WS1 3TX

Agent: Mr Tahinur Chowdhury
HLP UK Ltd
Newbury Suite 7
Centrix@Keys
Keys Business Village
Hednesford
WS12 2HA

In pursuance of the powers exercised by it as Local Planning Authority, Boston Borough Council, having considered your application for:-

Advertisement Consent for 2no. internally illuminated fascia signs and 1no. internally illuminated projecting sign at 5 6 Market Place, Boston, PE21 6EH

and in accordance with this notice and the particulars given in the application, do hereby give notice of its decision to **REFUSE Advertisement Consent for the said development for the following reasons.**

1. The proposed advertisement fascia signs and projecting sign will dominate the positive character of the historic building and this generic approach is not appropriate for such a sensitive location. The failure to consider the buildings continuous design, by proposing to divide the fascia fails to appreciate the entirety of the property and be to the detriment of the wider area. The design, the proposed method of illumination, generic projecting signs over dominate and provide a negative elevation to the building which is considered to have a negative impact upon Boston Market Place. Furthermore, it will negatively impact the overall setting and historic character of the Listed buildings and Conservation area, Boston Townscape Heritage Project Scheme area and the settings of the nearby highly graded listed buildings 3, 4 and 4a Petticoat Lane, 52, 53, 54, 57, 58 and 60 Market Place, Statue of Herbert Ingram and three stone piers adjacent and St. Botolph's Church. As such, the proposed advertisement signs would harm the amenity of the area and is contrary to Policies 2, 3 and 29 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.

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.

B/21/0281

Dated: 4 October 2021



Mike Gildersleeves
Assistant Director – Planning
Boston Borough Council and East Lindsey District Council



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IMPORTANT NOTES

If you are aggrieved by the decision to refuse planning permission you may pursue an appeal to the Secretary of State for Communities and Local Government under Section 78 of the Town and Country Planning Act 1990. However, it is suggested that you speak, in the first instance, to the Planning Officer who dealt with your application for further advice and clarification as to whether a revised alternative proposal may be more acceptable to the Council.

If you want to appeal, then you must do so within **eight weeks** of the date of this notice. The easiest way of submitting an appeal is online at www.gov.uk/appeal-planning-decision, however, if you wish to apply by post the address is: The Planning Inspectorate, Room 3/13, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN.

The Planning Inspectorate customer support team: 0303 444 5000
Email: enquiries@pins.gsi.gov.uk

The Secretary of State can allow a longer period for giving notice of an appeal but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to him that the Local Planning Authority could not have granted planning permission for the proposed development or could not have granted it without the conditions it imposed, having regard to the statutory requirements, to the provisions of the development order and to any directions given under the order.

In practice, the Secretary of State does not refuse to consider appeals solely because the Local Planning Authority based its decision on a direction given by him.

PURCHASE NOTICE

If either the Local Planning Authority or the Secretary of State for Communities and Local Government refused permission to develop land, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor can he render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.

In these circumstances, the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions or Part VI of the Town and Country Planning Act 1990.

**THIS IS A LEGAL DOCUMENT - PLEASE RETAIN IN A SAFE PLACE, PREFERABLY
WITH YOUR DEEDS**

