

# Development Management Delegated Decision Report

B/21/0340



## SUMMARY OF APPLICATION

<b>Application Reference</b>	B/21/0340		
<b>Application Type</b>	Advertisement Consent		
<b>Proposal</b>	Advertisement consent for 4no. internally illuminated fascia signs and 2no. internally illuminated totem signs		
<b>Location</b>	Home Bargains, Boston Shopping Park, Horncastle Road, Boston PE21 9BD		
<b>Applicant</b>	T J Morris Ltd (T/A Home Bargains)		
<b>Agent</b>	Chartwell Project Management		
<b>Received Date:</b>	15-Jul-2021	<b>Consultation Expiry Date:</b>	12-Aug-2021
<b>Valid Date:</b>	15-Jul-2021	<b>Statutory Expiry Date:</b>	09-Sep-2021
<b>Date of Site Visit:</b>	15-Sept-2021	<b>Extension of Time Date:</b>	
<b>Objections received?</b>	None		
<b>5 day notification record:</b>	Not applicable		
<b>Councillors notified</b>	<b>Date</b>	<b>Response received – date</b>	<b>Ok to continue</b>
<b>Recommendation</b>	GRANT Advertisement Consent		
<b>Report by:</b>	Simon Eldred		
<b>Date:</b>	16 <sup>th</sup> September 2021		

## OFFICER REPORT

### SITE AND SURROUNDINGS:

The application relates to:

- a retail unit with a front public façade onto the car park serving the Boston Shopping Park. The unit is of a modern, steel-framed design, with walls in brick and grey/cream coloured sheet cladding, a shopfront in aluminium and glass, a fascia-sign (Home Bargains), and a canopy above. The unit links onto other retail units to its north and south, and to its west is the Boston Shopping Park car park; and
- a totem advertisement unit located on the western side of Horncastle Road, adjacent to the vehicular access into the Boston Shopping Park.

### DETAILS OF PROPOSAL:

The proposal seeks advertisement consent for the display of:

- a fascia sign on the unit's front (western) elevation at a height of 3.3m above ground level. The sign will be 2.6m in height, 11.4m wide, and will project 0.19m from the face of the building. It will consist of a powder coated aluminium frame with 'Flexi Face' bearing the words 'home bargains – TOP BRANDS BOTTOM PRICES' in red, white



and blue lettering on a blue and red background. It will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static;

- a fascia sign on the unit's front (western) elevation at a height of 3.3m above ground level. The sign will be 2.6m in height, 5.5m wide, and will project 0.19m from the face of the building. It will consist of a powder coated aluminium frame with 'Flexi Face' bearing the words 'shop online click + collect – home delivery homebargains.co.uk' in red and blue lettering on a dark blue background. It will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static;
- two signs on the gantry in front of the store. These signs will be displayed at a height of 3.3m above ground level and will be 2.6m in height, 1.2m wide, and will project 0.19m from the face of the building. They will consist of powder coated aluminium frames with 'Flexi Face' bearing the words 'home bargains – TOP BRANDS BOTTOM PRICES shop online click + collect – home delivery homebargains.co.uk' in red, white and blue lettering on a blue and red background. They will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static;
- a sign above the store's northern-most door at a height of 2.4m above ground level. The sign will be 0.6m in height, 5.2m wide, and will project 0.19m from the face of the building. It will consist of a powder coated aluminium frame with 'Flexi Face' bearing the words 'home bargains – TOP BRANDS BOTTOM PRICES' in red, white and blue lettering on a blue and red background. It will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static;
- a sign above the adjacent door at a height of 2.4m above ground level. The sign will be 0.6m in height, 5.2m wide, and will project 0.19m from the face of the building. It will consist of a powder coated aluminium frame with 'Flexi Face' bearing the words 'shop online homebargains.co.uk' in red and blue lettering on a dark blue background. It will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static; and
- two signs on a totem display located on the western side of Horncastle Road. These signs will be displayed at a height of 1.8m above ground level and will match the size of the existing signs on the totem. They will consist of powder coated aluminium frames with 'Flexi Face' bearing the words 'home bargains – TOP BRANDS BOTTOM PRICES' in red, white and blue lettering on a blue and red background. They will be internally-illuminated to 155cd/m<sup>2</sup>, and the illumination will be static.

### **RELEVANT HISTORY:**

Advertisement consent has previously been granted for:

- new signage (B/03/0798);
- new signage including fascia signage and hanging sign to Wide Bargate elevation, unit signage and free standing sign (B/05/0490);
- retrospective application for a non-illuminated fascia sign (B/13/0230); and
- one internally illuminated fascia sign (B/21/0053).

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

The **South East Lincolnshire Local Plan 2011-2036** shows the building as being within Boston's Settlement Boundary and the Town Centre Boundary, and the totem sign as being within the Conservation Area. The relevant Policies are:

- Policy 2: Development Management;
- Policy 3: Design of New Development; and
- Policy 29: The Historic Environment

## **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 sections are relevant to this scheme:

- Section 12: Achieving well-designed places; and
- Section 16: Conserving and enhancing the historic environment.

## **CONSULTATION RESPONSES:**

No consultation responses have been received.

## **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.

The majority of the proposed signs will not be visible from the public highway, but only from within the car park to the Boston Shopping Park. It is considered that these signs will not impact upon the safety of highway users, nor upon the operation of the town's CCTV cameras.

The two signs proposed to be displayed on the totem display located on the western side of Horncastle Road will be visible from the public highway, but given:

- their relatively small size;
- the modest illumination proposed; and
- the fact they are merely replacing other similar signs already displayed on the totem

it is considered that these signs will not impact upon the safety of highway users, nor upon the operation of the town's CCTV cameras.

**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.

The retail unit itself is unlisted and is not located within the Boston Conservation Area. Furthermore, the unit's western elevation (that affected by the majority of the proposed signs) does not form part of the setting to any listed building or conservation area. The unit is located in a part of the town where commercial uses are concentrated, and where advertisements are

very common. These proposals involve the replacement of similar, though smaller fascia advertisements, and gantry signs of a similar scale and nature. Although the proposed signs above the doors are not replicated elsewhere on the retail park, they are nonetheless very much 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.

The totem unit is located on the western side of Horncastle Road, within the Boston Conservation Area and forming part of the settings to several listed buildings and structures. Nonetheless, the character of the surrounding area is strongly commercial, with traditional shopfront advertisements, billboards, as well as more modern and larger fascia advertisements in the vicinity. The proposed signs will be displayed on an existing totem unit, and the proposals amount to the replacement of existing signs with new ones on a similar scale and nature. Despite the more sensitive nature of this location, it is considered that (taking account of the above factors) these proposed signs will be in keeping with the general characteristics of the area, and will not have new harmful impacts upon the character and appearance of the Conservation Area, nor the settings of the nearby listed buildings.

### **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:-

<b>CONDITIONS / REASONS</b>	
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><b>Reason:</b> 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 15-Jul-2021 and with the details shown on:</p> <ul style="list-style-type: none"> <li>• Project No. 20/1247 Drwg. No. 111 Revision C - Plans as proposed 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, 3 and 29 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>
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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>