

# Development Management Delegated Decision Report

B/21/0410



## SUMMARY OF APPLICATION

Application Reference	B/21/0410		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for display of 4no. internally illuminated fascia signs and 2no internally illuminated totem signs		
Location	Taylors Peugeot, Ashton Hall Drive, Boston, PE21 7TF		
Applicant	Taylors of Boston - Peugeot		
Agent	Scarlett Dotkova, Futurama Limited		
Received Date:	07-Sep-2021	Consultation Expiry Date:	08-Oct-2021
Valid Date:	07-Sep-2021	Statutory Expiry Date:	02-Nov-2021
Date of Site Visit:	06-Oct-2011	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:	11 <sup>th</sup> October 2021		

## OFFICER REPORT

### SITE AND SURROUNDINGS:

The application site is located between Boardsides and Ashton Hall Drive, Boston and contains four separate car sales premises – modern, commercial buildings displaying fascia signs, set amongst external car parking/storage areas within which flag, pylon and totem advertisements are displayed. The wider area is also predominantly commercial in character, and advertisements of other businesses (notably Tesco, Oldrids Downtown, Ringrose Law, and Longhurst Group) are visible.

### DETAILS OF PROPOSAL:

The application seeks advertisement consent for the display of:

- replacement fascia signs on the southern elevation of the building selling Peugeot vehicles. These signs will be displayed approximately 6.3m above ground level, will consist of the text 'PEUGEOT', the Peugeot logo, and the text 'TAYLORS' in chrome and acrylic, and will be internally-illuminated at 500 cd/m<sup>2</sup>;
- replacement fascia signs on the western elevation of the building selling Peugeot vehicles. These sign will be displayed approximately 6.3m above ground level, will consist of the



text 'PEUGEOT' and the Peugeot logo in chrome and acrylic, and will be internally-illuminated at 500 cd/m<sup>2</sup>;

- a replacement pylon sign located close to the boundary with Boardsides. This sign will measure 6.18m high x 1.5m wide and 0.3m deep, will show the text 'PEUGEOT' and the Peugeot logo, and will be internally-illuminated at 500 cd/m<sup>2</sup>; and
- a replacement pylon sign located close to the boundary with Ashton Hall Drive. This sign will measure 4.18m high x 1.0m wide and 0.3m deep, will show the text 'PEUGEOT' and the Peugeot logo, and will be internally-illuminated at 500 cd/m<sup>2</sup>.

### **RELEVANT HISTORY:**

B/00/0400 – advertisement consent was granted for the erection of two totem signs, fascia signs and ancillary signage.

B/00/0494 – advertisement consent was granted for the erection of 4 internally illuminated fascia signs, 1 unilluminated welcome canopy sign, 1 free-standing internally-illuminated pylon sign, 1 free-standing unilluminated pylon sign, and 1 unilluminated fascia sign.

B/00/0658 – full planning permission was granted for an extension to an existing car showroom.

B/02/0085 – full planning permission was granted for the installation of a 1m diameter satellite dish antenna.

B/02/0487 – full planning permission was granted for the installation of a 1m diameter satellite antenna.

B/03/0870 – full planning permission was granted for the construction of an extension to form 4 workshop bays, and construction of a vehicle-handover bay.

B/04/0080 – advertisement consent was granted for the erection of 2 internally illuminated fascia signs on a free-standing frame and erection of two 8m-high flag poles.

B/08/0418 – full planning permission was granted for extension to form showroom and larger workshop.

B/09/0067 – full planning permission was granted for the overspray of part of existing cladding, the formation of a new external opening, the installation of glazed vehicle access doors, the construction of a render feature panel, and construction of an extension to a showroom.

B/09/0068 – advertisement consent was granted for the display of 9 new advertisement signs and retention of three existing signs.

B/10/0235 – advertisement consent was granted for the display of 4 internally illuminated name/logo signs and erection of 2 free-standing internally illuminated and externally illuminated totem signs.

B/12/0111 – advertisement consent was granted for display of illuminated fascia signs and 2 externally illuminated totem signs.

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

The **South East Lincolnshire Local Plan 2011-2036** shows the application site as being: within Boston's Settlement Boundary; part of Existing Main Employment Area BO001; and within the Safeguarding Corridor. The relevant Policies are:

- Policy 2: Development Management;
- Policy 3: Design of New Development; and
- Policy 33: Delivering a More Sustainable Transport Network.

## **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.

### **Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)**

## **CONSULTATION RESPONSES:**

Lincolnshire County Council (the Local Highway and Lead Local Flood Authority) comments that the proposed signage is associated with a retail unit and does not have an impact on the public highway or surface water flood risk. It goes on to conclude that the proposals are acceptable, and therefore indicates that it has no objections.

## **THIRD PARTY REPRESENTATIONS RECEIVED:**

No third party representations have been received.

## **EVALUATION:**

The application site falls within the Safeguarding Corridor defined in the South East Lincolnshire Local Plan, and Policy 33 indicates that, within this Corridor, no development that would prejudice the design of phase 3 of the Boston Distributor Road will not be permitted. However, Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) indicates that *"a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety ..."* i.e. advertisements should be subject to control only in the interests of amenity and public safety. Given that issues concerning the Safeguarding Corridor identified in the Local Plan do not relate directly to potential amenity or public safety impacts of the proposed signs, it is considered that they can be given no weight in the determination of this application.

Therefore, 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 Boardsides, Sleaford Road, Ashton Hall Drive and Gilbert Drive). However:

- the proposed levels of illumination will not be excessive in what is a very well-lit part of the town;
- the proposed signs will not appear alien or out-of-character in a commercial neighbourhood of the town; and
- none are new signs - but are merely replacements for existing, similar 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 a Conservation Area. The site is located in a part of the town where commercial uses are concentrated, and where advertisements are common. This proposal involves 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 proposal:

- is 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 07-Sep-2021 and with the details shown on:</p> <ul style="list-style-type: none"> <li>• Plan Reference Number/Project ID TQRQM21250143408523/223369 – Taylors Boston;</li> </ul>

	<ul style="list-style-type: none"> <li>• DRG No. PEU130821_AG02 – Page 1/11;</li> <li>• DRG No. PEU130821_AG02 – Page 2/11;</li> <li>• DRG No. PEU130821_AG02 – Page 5/11;</li> <li>• DRG No. PEU130821_AG02 – Page 7/11;</li> <li>• DRG No. PEU130821_AG02 – Page 8/11;</li> <li>• DRG No. PEU130821_AG02 – Page 9/11; and</li> <li>• DRG No. PEU130821_AG02 – Page 11/11.</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 (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>	