

# Development Management Delegated Decision Report

B/23/0085



SUMMARY OF APPLICATION				
<b>Application Reference</b>	B/23/0085			
<b>Application Type</b>	Advertisement Consent			
<b>Proposal</b>	Advertisement consent for the erection of non-illuminated signage consisting of 3no. free standing signs and 4no. Flags			
<b>Location</b>	Land North of Slippery Gowt Lane, Wyberton, Boston			
<b>Applicant</b>	Mr Will Smith, Chestnut Homes Ltd			
<b>Agent</b>				
<b>Received Date:</b>	06-Mar-2023	<b>Consultation / Publicity Expiry Date:</b>	07-Apr-2023	
<b>Valid Date:</b>	06-Mar-2023	<b>Statutory Expiry Date:</b>	01-May-2023	
<b>Date of Site Visit:</b>	17-Mar-2023	<b>Extension of Time Date:</b>		
<b>Objections received?</b>	No			
<b>5 day notification record:</b>				
	<b>Councillors notified</b>	<b>Date</b>	<b>Response received – date</b>	<b>Ok to continue</b>
<b>Recommendation</b>	Approve with Conditions			
<b>Report by:</b>	Ian Carrington			
<b>Date:</b>	12-May-2023			



## **OFFICER REPORT**

### **SITE AND SURROUNDINGS:**

The application site is a currently vacant section of the Heron Park development. There is existing housing nearby, and additional new units under construction to the north. Access is via the internal site road network from Wyberton Low Road.

The site is in Flood Risk Zone 3a (FRZ3).

### **DETAILS OF PROPOSAL:**

The application seeks advertising consent for signage associated with a temporary building to be used as a sales and marketing suite which is subject to parallel planning application B/23/0086.

The signage consists of fascia and other signs integral to the marketing suite, three free standing signs and four flags.

### **RELEVANT HISTORY:**

B/17/0317 was a hybrid application which granted full permission for the first phase of Heron Park, a development of up to 200 dwellings, and outline consent for subsequent phases. Reserved matters for these latter have all now been consented and an additional application for a further 70+ dwellings is currently under consideration.

A parallel planning application B/23/0086 accompanies this submission.

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

#### **South East Lincolnshire Local Plan (2019)**

- Policy 2 – Development Management
- Policy 3 – Design of New Development

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

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

#### **National Planning Practice Guidance (PPG)**

### **CONSULTATION RESPONSES:**

Lincolnshire County Council Highways/SUDS - no objections

Wyberton Parish Council - no objections

### **THIRD PARTY REPRESENTATIONS RECEIVED:**

None received

## **EVALUATION:**

Paragraph 136 of the National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. This repeats the limitations set out in Section 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

‘Amenity’ is not precisely defined in relevant guidance and legislation, but includes visual impact and relationship with the character of the area, heritage impacts (not relevant in this case) and wider public amenity. Safety includes the safety of the general public, pedestrians and road users.

The signage in this case consists of fascia and other signage integral to the proposed marketing building, free standing signs and flags.

The fascia signs bear the legend ‘Marketing Suite’ in white out of grey. The free standing signs carry a number of messages, as per the submitted drawings which show dimensions, text and continue the white lettering out of grey, but with orange highlights.

The flags and poles are standard marketing types as shown in submitted photography of other Chestnut sites.

All the signage is non-illuminated, and is typical of that found at marketing and sales locations in new housing developments. All will, in this continuing construction and sales phase of Heron Park, accord with the character of their surroundings and will have no adverse impacts. There will be no harm to visual amenity nor to wider public amenity, and there will be no impacts on public safety including that of pedestrians and road users. Lincolnshire County Council have no objections to the consent in terms of public safety issues.

## **CONCLUSION:**

The proposed signage accords with the requirements of relevant legislation and national guidance, and with policies 2 and 3 of the Local Plan. Advertising consents are normally given for a period of five years, but since in this case the signage is related to the proposed temporary marketing suite being determined under B/23/0086 it is considered that a matching period of two years is appropriate.

## **RECOMMENDATION:**

### **Approve with Conditions**

<b>CONDITIONS / REASONS</b>			
Pre-commencement conditions?	No	Agreed with applicant/agent - Date:	
1	This consent expires after 2 years from the day consent was initially granted.  Reason: Required to be imposed by Section 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.		

2	<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. (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>
3	<p>The development hereby permitted shall only be undertaken in accordance with the following approved plans:</p> <ul style="list-style-type: none"> <li>• Drawing No. HWB3/48 Rev A Site Location Plan, Sales Parking and Externals received by the LPA on 28-Feb-2023</li> <li>• Drawing 'Marketing Suite Exterior' received by the LPA on 28-Feb-2023</li> </ul> <p>Reason: To ensure that the development is undertaken in accordance with the approved details, in the interests of residential amenity and to comply with Policies 2 and 3 of the South East Lincolnshire Local Plan (2019).</p>

## INFORMATIVES / NOTES TO BE INCLUDED ON/WITH DECISION NOTICE

### STATEMENT OF PROACTIVE WORKING:

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.