

Development Management Delegated Decision Report

B/23/0410



SUMMARY OF APPLICATION			
Application Reference	B/23/0410		
Application Type	Advertisement Consent		
Proposal	Advertisement Consent for the erection of a 12m Flag Pole and Flag bearing the Company Logo		
Location	Metsa Wood, Fishtoft Road, Fishtoft, Boston PE21 0BJ		
Applicant	Mr Sascha Ruggaber, Metsa Wood		
Agent			
Received Date:	27-Nov-2023	Consultation / Publicity Expiry Date:	03-Jan-2024
Valid Date:	05-Dec-2023	Statutory Expiry Date:	30-Jan-2024
Date of Site Visit:	06-Dec-2023	Extension of Time Date:	---
Objections received?	None		
5 day notification record: N/A			
Councillors notified	Date	Response received – date	Ok to continue
Recommendation	Approve with Conditions		
Report by:	Emma Turvey		
Date:	18-Jan-2024		

OFFICER REPORT

SITE AND SURROUNDINGS:

The application site consists of a large wood manufacturing business located to the west of Fishtoft Road, within the settlement boundary of Boston. The site is in the South East Lincolnshire Local Plan (SELLP) and forms part of the BO011 Established Employment site.

The proposal is to be located within the site itself, close to the entrance gate.

DETAILS OF PROPOSAL:

It is proposed to erect a 12m high flag pole with an attached flag measuring 3.2m by 2.4m displaying the company logo.

RELEVANT HISTORY:

There is no relevant history on this site.



RELEVANT DEVELOPMENT PLAN POLICIES AND DOCUMENTS:

South East Lincolnshire Local Plan (2019)

The following policies contained within the South East Lincolnshire Local Plan (2019) (i.e. SELLP) are relevant to this application:

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

OTHER RELEVANT DOCUMENTS / LEGISLATION / GUIDANCE:

National Planning Policy Framework (2023)

At the heart of the 2023 Framework is a presumption in favour of sustainable development. The following sections are relevant to this scheme:

- Section 4: Decision-making; and
- Section 12: Achieving well-designed places.

National Planning Practice Guidance (PPG)

CONSULTATION RESPONSES:

Witham Fourth IDB have no comments to make.

Lincolnshire County Council (Local Highway and Lead Local Flood Authority) does not wish to object to this planning application.

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 flag and flagpole will stand at a height of 12m and will be set within the boundary of the site, over 100m from the closest public highway. It is therefore considered that this proposal will not create a significant distraction to be detrimental to highway safety. This is a view shared by the Highway Authority.

It is considered the proposal will not impact upon the safety of highway users.

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.

This site is not in a conservation area and there are no listed buildings within 50m. The site therefore does not form part of the setting of a listed building or conservation area. Therefore they are not considered to be detrimental to the amenity of the locality providing they are erected in accordance with the approved plans.

It is, therefore, considered that the proposed advertisements will be in keeping with the general characteristics of the area.

CONCLUSION:

The proposed flag pole and flag is to be located approximately 100m away from any public highway. It is considered that the proposal:

- Is in keeping with the general characteristics of the locality, will not impact on any features of historic, architectural, cultural or similar interest; and
- Will not impact upon the safety of highway users.

The proposal, therefore, complies with both local and national policy and is acceptable.

RECOMMENDATION:

Approve with Conditions

CONDITIONS / REASONS			
Pre-commencement conditions?		Agreed with applicant/agent - Date:	
1	This consent expires after 5 years from the date 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	The signage hereby approved by this consent shall be carried out in strict accordance with the application received and with the details shown on: <ul style="list-style-type: none"> ▪ Location Plan – Received 5th December 2023 ▪ Flag Pole Location Plan – 27th November 2023 ▪ Flag Image and Specification – 5th December 2023 Reason: 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 2019, and guidance contained in the National Planning Policy Framework (February 2023).		
3	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—		

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(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.

(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.

(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.

Reason: Standard conditions imposed by the Town and Country Planning (Control of Advertisement) Regulations 2007.

**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 2023 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.