

# Development Management Delegated Decision Report

B/24/0042



SUMMARY OF APPLICATION			
Application Reference		B/24/0042	
Application Type		Advertisement Consent	
Proposal		Advertisement Consent for vinyl lettering directly on to the profiled metal sheeting	
Location		North End, Boston Road, Swineshead, Boston, PE20 3NE	
Applicant		Mason Bros Transport Limited	
Agent		Mr Lewis Smith, Robert Doughty Consultancy Limited	
Received Date:	29-Jan-2024	Consultation/Publicity Expiry Date:	05-Mar-2024
Valid Date:	29-Jan-2024	Statutory Expiry Date:	25-Mar-2024
Date of Site Visit:	13-Feb-2024	Extension of Time Date:	21-May-2024
Objections received?		No	
5 day notification record:			
Councillors notified	Date	Response received – date	Ok to continue
N/A	N/A	N/A	N/A
Recommendation		Approve with Conditions	
Report by:		Charlie Parry	
Date:		16-May-2024	

## OFFICER REPORT

### SITE AND SURROUNDINGS:

The site to which the application relates is a existing industrial site that is currently used by a transport and warehousing company. The site is made up from 5 stores that vary in their size, with the largest being located at the south of the site and is specific to this application. The stores are constructed from large portal framed buildings and some also contain offices. A car park is also located within the yard.

A large grassed field in the applicant's ownership lies to the immediate west and a belt of trees to the immediate north and east provides some screening. Beyond that to the north, east and south is flat open farmland bisected by drainage dykes. To the west of the grassed field (c.100m from the existing and proposed buildings) is linear frontage housing on either side of Boston Road.

### DETAILS OF PROPOSAL:



Advertisement consent is sought for the erection of vinyl lettering directly on the profiled metal sheeting of an approved extension.

### **RELEVANT HISTORY:**

B/01/0248 - Variation of Condition No. 1 attached to outline planning permission B19/0118/98 granted on 2 June 1998 which renewed outline planning permission B19/0079/95 to allow a further extension of time period before the submission of reserved matters

Granted: 11-Jun-2001

B/02/0434 - Construction of a warehouse

Granted: 18-Oct-2002

B/03/0192 - Change of use from agricultural land to industrial to form extension to existing car park and haulage depot

Granted: 09-May-2003

B/04/0865 - Construction of warehouse

Granted: 16-Dec-2004

B/05/0732 - Erection of a warehouse (B8)

Granted: 20-Dec-2005

B/07/0417 - Large individual lettering on the side of warehouse

Refused: 14-Sep-2007

B/07/0484 - Construction of a warehouse and change of use of agricultural land to form car parking area

Granted: 11-Oct-2007

B/07/0656 - Erection of sign

Granted: 11-Jan-2008

B/21/0480 - Erection of agricultural produce store, canopy and surface water attenuation pond

Granted: 02-Mar-2022

B/22/0181 - Excavation of surface water attenuation pond and landscaping

Granted: 22-Jun-2022

B/24/0041 - Proposed extension to existing storage building

Granted: 02-May-2024

### **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
- 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 12 – Achieving well-designed places

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

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

## **CONSULTATION RESPONSES:**

### **Lincolnshire County Council (Local Highway and Lead Local Flood Authority)**

No objection.

## **THIRD PARTY REPRESENTATIONS RECEIVED:**

None received.

## **EVALUATION:**

The application is for advertisement consent, and 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.

The key planning issues in the determination of this application are:

- Impact on visual amenity
- Impact on highway/public safety

### **Visual 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 proposed signage would be located on the extension approved under B/24/0041, on the east elevation. Consequently, the proposed signage would not face the site, but would face the open field to the east. As a result it would be visible from the highway, but predominantly when travelling east to west along Boston Road.

The proposed signage would be in keeping with the site and the building that it would be located on in terms of its materials and colours. It would not be overly large and when viewed in the context of the site would be acceptable.

On balance, the proposed development is deemed to be acceptable in respect of its impact on amenity. It is therefore in keeping with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the Local Plan.

## Highway/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
- Whether the display of the advertisement is likely to:
  - o Obscure or hinder the ready interpretation of any traffic sign
  - o Hinder the operation of any security or surveillance device
  - o Hinder any device for measuring the speed of vehicles.

Boston Road is a busy, main road with a significant amount of road users. As mentioned, the signage would be visible from the highway but predominantly when travelling east to west on Boston Road. The signage is non-illuminated and would be viewed in the context of the building and the approved extension. The sign would be located a considerable distance from the highway. It is not considered that the proposed sign would have an adverse impact on highway safety.

The signage would be located on an extension that is not yet built. Therefore, it would not be obstructing any existing surveillance device and is therefore acceptable in this respect. Furthermore, it would not restrict the operation of any device for measuring the speed of vehicles as it is flush to the building.

The proposed impact on public safety is therefore deemed to be acceptable and in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the Local Plan.

## **CONCLUSION:**

The sign is proposed to be erected within an existing commercial area and to replace an existing sign. It is considered that the proposal:

- is in keeping with the buildings and the general characteristics of the locality, and does not adversely impact on any features of historic, architectural, cultural or similar interest; and
- does not impact upon the safety of highway users or the operation of CCTV or speed-control cameras.

## **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 originally granted.  <b>Reason:</b> Required to be imposed by Section 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.		
2	The development hereby permitted shall only be undertaken in accordance with the following approved plans;		

	<ul style="list-style-type: none"> <li>- 1178-10_PL_LP01 Location Plan</li> <li>- 1178-10_PL_EL02 Rev A Proposed Elevations</li> <li>- 1178-10_PL_SP02 Proposed Site Plan</li> </ul> <p><b>Reason:</b> 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>
3	<p>(a) All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority;</p> <p>(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>(c) Where any advertisement is required under the Regulations to be removed, the removals shall be carried out to the reasonable satisfaction of the Local Planning Authority;</p> <p>(d) 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>(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).</p> <p><b>Reason:</b> As required by the Town and Country Planning (Control of Advertisements) Regulations 2007.</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 2023 in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.