

Warren Peppard
Head of Development Management
Lincolnshire County Council
County Offices
Newland
Lincoln LN1 1YL
Tel: 01522 782070
HighwaysSUDsSupport@lincolnshire.gov.uk

To: Boston Borough Council

Application Ref: B/21/0110

Proposal: **Advertisement Consent for the installation of 3no. Non-illuminated Fascia Signs 1200mm wide by 500mm high on the roundabout leading to Sleaford Road and 3no. Fascia Signs 1200mm wide by 500mm High on the roundabout leading to Fydell Street and Asda Superstore**

Location: **Lister Way/Asda Store Roundabout, Boston, PE21 8EQ**

With reference to the above application received 18 March 2021

Notice is hereby given that the County Council as Local Highway and Lead Local Flood Authority:

Requests that the Local Planning Authority refuses the application for the reasons set out below.

REASONS FOR REFUSAL

The two roundabouts proposed in this Application for the siting of advertisements are of the 'Compact Roundabout' design where much of what would be the central island of a conventional roundabout is paved so as to provide an over-run area for larger vehicles. The actual central island on Compact Roundabouts is therefore very much smaller. In the case of both roundabouts which are the subject of this Application, the central island is only just large enough to accommodate the prescribed road signs. The proposed advertisements would therefore risk obstructing drivers' clear vision of the prescribed road signs and would therefore have an unacceptable impact upon highway safety.

Case Officer:
Jon Sharpe
for Warren Peppard
Head of Development Management

Date: 21 April 2021

County Offices, Newland
Lincoln LN1 1YL
www.lincolnshire.gov.uk