

South Holland District Council
Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

Direct dial: +44 (0)345 404 4161
Our Fax: +44 (0)845 274 6938
Switchboard: +44 (0)115 936 9369
Email: Maisie.McCann@freeths.co.uk
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19 February 2025

Our Ref: 2153449/9/MM/LY

Planning Portal Reference: PP-13765911

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT: ERECTION OF 3NO. INTERNALLY ILLUMINATED SIGNS, 2NO. NON-ILLUMINATED SIGNS AND 1NO. INTERNALLY ILLUMINATED TOTEM SIGN
PLOT 3, LINC'S GATEWAY BUSINESS PARK, SPALDING, LINCOLNSHIRE, PE12 6FY**

Freeths LLP is instructed by our client, Jenga Real Estate Limited ("the Applicant"), to submit an Advertisement Consent application at Plot 3, Lincs Gateway Business Park, Spalding ("the Site").

The proposal is for the erection of 3no. internally illuminated signs and 2no. non-illuminated signs on the drive thru building and 1no. totem sign on the northern boundary of the site.

The following letter explains the background to the proposal and outlines our justification for it against the requirements of the Advertisement Consent Regulations.

The Application

The Application comprises the following documents/drawings:

- Completed Application Forms;
- Location Plan;
- Overall Site Plan (Frowsbury Design, Ref: FRO-DUK-001-WK042);
- Wave Signage Proposed Elevation and Section (Gensler, Ref: A0.401 Rev A);
- Made Fresh to Order Signage Proposed Elevation and Section (Gensler, Ref: A0.404 Rev A);
- Pylon Signage Manual (Geetee, Ref: 11954 Rev 2);
- Delivery Pick Up Signage Proposed Elevation and Section (Gensler, Ref: A0.403 Rev A);
- Cameo Signage Proposed Elevation and Section (Gensler, Ref: A0.402 Rev A);

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- Proposed Exterior Advertisement Side Elevations (Gensler, Ref: A0.330 Rev A), and;
- Proposed Exterior Advertisement Front and Rear Elevations (Gensler, Ref: A0.320 Rev A).

The Application Fee of £235 (inclusive of Planning Portal service charge) has been paid via the Planning Portal.

Site and Surroundings

The Site comprises circa. 0.4 hectares of land within the wider Lincolnshire Gateway Business Park site, to the south of Spalding, and is situated to the west of the existing Applegreen petrol filling station, to the south of the Ashwood Homes office building, and northwest of the Marston Inn Hotel and The Tulip Queen public house and restaurant. The Site itself bound to the north and west by Barrier Bank Road, to the east by the access road (Goodison Road) into the wider Business Park, and to the south by undeveloped land.

The Site is designated in the South East Lincolnshire Local Plan Policies Map (March 2019) as an 'Existing Mixed Use Employment Site' and is located in the countryside. Full planning permission for the *'Erection of 2 single storey restaurant/cafe units with associated drive thru's (Sui Generis) and 1 single storey restaurant/cafe unit (Use Class E), 42 car parking spaces, access & landscaping'* relating to the Site was granted on 03 July 2023 (LPA ref: H16-0395-23).

The Proposal

The application seeks Advertisement Consent for exterior signage relating to the letting of building one to Wendy's and comprises 3no. internally illuminated signs and 2no. non-illuminated signs on the building and 1no. internally illuminated totem sign on the north of the site., These all reflect Wendy's standard branding.

The 3no. illuminated signs include 1no. Wendy's 'Wave' sign, featuring acrylic opal lettering to be affixed directly onto the west elevation of the building, and 2no. acrylic 'Cameo' signs, one affixed to the east elevation, above the drive-thru window, and one to the south elevation of the building, The internally illuminated signs are each proposed to have static illuminance levels of 600cd/m².

The 2no. non-illuminated signs comprise 1no. "Made Fresh to Order" sign on the west elevation of the building, and 1no. "Delivery Pick-Up" sign on the east elevation of the building. Both of these signs incorporate 3D letters with a powder coated finish.

The 1no. internally illuminated totem sign is proposed to be located towards the north of the Wendy's unit along the northern boundary with a static illuminance of 250cd/m²

Planning Policy

National Planning Policy Framework (NPPF) (December 2024)

The NPPF at paragraph 141 states: "The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity

and public safety, taking account of cumulative impacts.” This reflects the requirements of the Advertisement Consent Regulations in terms of the key considerations of amenity and public safety against which this proposal should be judged.

Local Planning Policy

The development plan for the Site currently comprises the South East Lincolnshire Local Plan 2011-2036 (adopted March 2019). The policies of relevance to the assessment of this advertisement consent application are as follows:

- Policy 3: Design of New Development
- Policy 8: Prestige Employment Sites

Policy 3 emphasises the need for high-quality, inclusive design that enhances the area’s character and maximises opportunities for their improvement. Policy 8 designates Lincs Gateway Business Park as a Prestige Employment Sites and seeks for proposals at these sites to contribute to the overall quality of development, emphasising the need for careful landscaping to mitigate impacts on neighbouring developments and the surrounding countryside.

Advertisement Regulations

This application is for express advertisement consent under regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). As per regulation 3, applications for Express Advertisement Consent must be determined in the interests of amenity and public safety, considering (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

Assessment

Amenity Impacts

There are no neighbouring residential occupiers near to the Site, lending to the countryside location of Lincolnshire Gateway Business Park. The proposed signage is well designed, and its proposed position relates appropriately to the Site and proposed development. The size of the fascia signs and the totem sign relate to the scale of the site and are considered appropriate in the context of their location. It is therefore submitted that there are no adverse amenity impacts as a result of the proposed signage.

Public & Highway Safety

The proposed signage consists of 5no. acrylic signs to be affixed directly onto the fascia of the building and above the drive-thru window at the rear elevation, 3no. of which are internally illuminated, as well as 1no. internally illuminated totem sign. The internally illuminated fascia signs are each proposed to have static illuminance levels of 600cd/m², and the totem sign is proposed to have a static illuminance of 250cd/m². All of the proposed signs are located within the Site, within the locality of the unit. As such, we do not consider there to be any threat to public safety as per National Advertisement guidance paragraph 067 ref: 18b-067-20140306. None of the signs

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proposed overhang the public highway, and are of an illumination level that is appropriate and will not distract drivers.

Summary

As there are no amenity or public safety concerns with the proposal, the scheme accords with relevant planning policy. We request that advertisement consent be granted for this proposal. We also respectfully request the opportunity to address any concerns the Council or statutory consultees may have prior to determination.

Next Steps

We trust the above is sufficient to validate the application. Should you have any queries please contact either myself or my colleague, Liz Young.

Yours faithfully,

This letter is approved but unsigned as it is sent electronically.

Maisie McCann
Graduate Planner
Freeths LLP
Please respond by e-mail where possible