

JJR/18-02160

6th September 2018

South Holland District Council
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BIRMINGHAM
BRISTOL
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Dear Sir/Madam,

Re: Town And Country Planning (Control Of Advertisements) (England) Regulations 2007 – Consent To Display Advertisements – at Lidl (Former Welland Hospital Site/Formal Garage) Holbeach Road, Spalding, Lincolnshire, PE11 2HY.

Introduction

We act on behalf of Lidl UK GmbH (Lidl) and are instructed to submit a planning application seeking consent to display advertisements at the above site. Specifically, the application seeks consent to display:

- 1no. 6.0m high free-standing totem sign;
- 3no. 6.1 x 3.05m externally illuminated billboards;
- 2no. 2.5m square pole-mounted fascia sign;
- 1no. 1.0m square wall mounted poster sign; and,
- 1 no. 6.1m x 3.05m externally illuminated billboard.

The application was submitted via the Planning Portal (Ref: PP-07255015) on 6th September 2018, and comprises the following:

- Completed Planning Application Form;
- Location Plan (Drawing No. 7277L/S01)
- Proposed Site Plan (Drawing No. 7277L-S02);
- Free-standing sign (Drawing No. 7277L/S03);
- Proposed Elevations (Drawing No. 7277L-S04);
- Proposed Building Mounted Signs (Drawing No. 7277L-S05);
- Billboard Lighting Specification (Drawing No. 7277L-S06);
- Daylight View of Typical Billboard Frame (Drawing No. 7277L-S07);
- Evening view of Typical Billboard (Drawing No. 7277L-S08); and,
- Free-standing Billboard (Drawing No. 7277L-S09).

The Planning Application fee in the amount of £132.00 will follow by cheque under a separate cover.

In addition to the above enclosures, we would be grateful if you could take into account the contents of this letter in determining the application.

Site and Surroundings

The application site was previously occupied by the Welland Hospital and the former Bettison Garage; however, the buildings have been cleared from the site and the site is now vacant. To the east of the site is a row of residential properties, to the south of the site is the A151, with beyond this further residential, to the west of the site are a number of residential properties with Roman Bank road further to this and to the north are residential properties situated around the Crown Drive road.

The surrounding area is predominantly residential in character; however, in the immediate vicinity of the site there are a number of commercial uses including a small convenience store, a Post Office and a takeaway. Springfields Outlet Shopping Centre is located 0.4km to the north east of the application site.

The site is located within Flood Zone 3a (Environmental Agency) – an area with a high probability of flooding.

The site is not located within a conservation area and there are no listed buildings on or near the vicinity of the site. There are in total four trees protected by a Tree Preservation Order on the site.

Planning History

A review of South Holland District Council's online planning history records has been undertaken and identified the following planning applications of relevance:

Planning Application (Ref: H16-0867-17) was submitted for the erection of a class A1 food store, new access, service yard, car parking, landscaping and associated works. This application was approved on 21st August 2018.

The Proposal

Details of the proposed signage scheme are set out in the table below and on the accompanying plans.

Description	Number	Dimensions	Illumination Details
Totem Sign	1	5.98m x 2.10 x 0.313m	Internally illuminated
Billboard Signs	3	6.1m x 3.05m x 0.15m	Externally illuminated
Pole Mounted Fascia Signs	2	2.5m x 2.5m x 0.20m	Internally illuminated
Wall Mounted Poster Sign	1	1.0m x 1.0m x 0.08m	N/A
Free-Standing Billboard	1	3.25m x 6.3m x 0.45m	Externally illuminated

Full details of the proposed advertisements can be found in the accompanying plans. The 1 no. totem sign will be located at the southern boundary of the site. The 3 no. billboard signs will be fixed to the south-western elevation fronting the car parking area. The 2 no. pole mounted fascia signs will be mounted on the roof canopy projecting from the south-east elevation and the south-west elevation of the store. The 1 no. wall mounted poster sign will be located adjacent to the entrance on the south-western of the store. The 1 no. free standing will be located at the southern boundary of the site.

The proposed signage scheme represents an operational requirement of Lidl. The proposed signage scheme is in keeping with the store's consented use as a commercial retail unit. The signage scheme will also be in keeping with the character of the area and will be in keeping with the store's consented use as a commercial retail unit.

National and Local Planning Policy

National Planning Policy

The Government published the National Planning Policy Framework (NPPF) on July 2018, which replaced its previous NPPF (2012), the Planning Policy Guidance and Statement documents. The Government seeks to ensure, through the planning policies set out in the NPPF (2018) that the planning system contributes to achieving sustainable development by simultaneously meeting economic, social and environmental priorities.

Paragraph 132 of the NPPF (2018) advises that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. The Government advises, when regarding the planning consent process for advertisements, that the planning system should be operated in a way that is simple, efficient and effective.

Local Planning Policy

South Holland Local Plan (July 2006)

The adopted Development Plan for Basildon Borough Council comprises 'saved' policies from the South Holland Local Plan (2006), approved by the Secretary of State via a Direction issued on 18th July 2009.

Policy SG 22 (Advertisements) states that the Council will grant express consent for advertisements which do not detract from the visual amenity of their setting or prejudice interests in public safety. Express consent will be granted for signage that:

- 1) is in keeping with the general character of the area in which it is situated through its scale, style, siting, design, materials and location;
- 2) is not positioned above ground floor or fascia level on shops and offices;
- 3) maintains the scale and integrity of the building on which it is situated and does not straddle the frontage of two buildings of differing scale and appearance;
- 4) would not present a clutter or duplication in conjunction with any existing signs on the building;
- 5) is constructed of materials appropriate to the character of the buildings / area where it is located
- 6) would not cause detriment to the amenity of the surrounding area by virtue of the proposed degree of illumination of the proposed signage, the duration of illumination of the intermitted nature of the illumination;
- 7) would not prejudice highway safety.

Emerging Planning Policy

South Holland District Council are currently preparing a new Local Plan jointly with Boston Borough Council and Lincolnshire County Council. On the 23rd June 2017 the South East Lincolnshire Joint Local Plan was submitted to the Secretary of State and is currently undergoing an Examination in Public. The most recent public consultation (on proposed Main Modifications to the draft Local Plan) ran from Monday 16th July 2018 to Tuesday 28th August 2018. The plan was due to be adopted in Spring 2018, however progress on this has stalled.

Emerging policy relevant to the application is set out below:

Policy 4: Design of New Development states that all development will create distinctive places through the use of high quality and inclusive design and layout and, where appropriate, make innovative use of local traditional styles and materials. Development proposals involving advertisements are expected to avoid visual intrusion.

Assessment

As set out above, the proposed signage scheme represents an operational requirement for Lidl. It is proposed that 3 no. billboard signs will be located on the side elevation of the south western façade (indicated on drawing no. 7277L-S02 and 7227L-04), a free-standing sign will be located on the southern boundary of the site (indicated on drawing no. 7277L-S02), the 2 no. pole mounted fascia signs will be mounted on the roof canopy projecting from the south-east elevation and the south-west elevation of the store, the 1 no. wall mounted poster sign will be located on the side elevation of the south western façade of the store, adjacent to the store entrance and the 1 no. free standing billboard will be located at the southern boundary of the store.

In terms of local policy, the location of the signage has been carefully considered to attract custom to the store whilst ensuring the signage does not detract from the visual amenity of the setting and that there is no adverse impact on highway safety. It is considered this proposal is not likely to impact on the local environment, in terms of amenity and public safety and that the scale, style, siting, design, materials and location of the advertisements are appropriate in the context of the general character area. The totem sign will be located entirely within the demise of the site and will not be illuminated outside store opening hours. The billboards will be positioned onto the south-western wall, which will front onto the carpark and is screened by hedging proposed along Holbeach Road. The 1 no. wall mounted poster sign will be positioned on the south-western wall, adjacent to the store entrance and will not be illuminated. The 2 no. pole mounted fascia signs will be positioned at fascia level and screened by the surrounding landscaped site boundary and the free-standing billboard will be located entirely within the demise of the site. Therefore, in this context, it is considered this proposal is in accordance with Policy SG 22 (Advertisements).

As set out above, the proposed signage is designed to a high-quality specification in terms of materials and design. The illumination will use high-quality LEDs that minimise spillage in order to preserve the amenity of neighbouring uses. The signage scheme is therefore considered to respect the commercial character of the site and surrounding area while being sympathetic to the character and appearance of the building area as a whole.

It is noted that saved Policy SG 22 (Advertisements) states that express consent will be granted for signage that is, inter alia, in-keeping with the character area, not positioned above fascia level on shops, maintains the scale and integrity of the building on which it is situated, constructed of materials appropriate to the character of the buildings where it is located and does not prejudice highway safety. In this regard, it is considered the proposed signage is in compliance with all of the criteria to be eligible for the grant of express consent.

In terms of national policy, the signage scheme will not create an adverse impact on the amenity of neighbouring uses owing to the high-quality illumination proposed. The location of the proposed signage will not compromise public safety by causing an obstruction or distraction from Holbeach Road. Therefore, the development is considered to fully accord with Paragraph 132 the NPPF (2018).

Conclusions

After consideration of relevant planning policy at the local and national level, it is considered that this application for advertisement consent is in full accordance with policy, and is acceptable in planning terms.

We therefore respectfully request that planning permission is granted for the above described development.

We look forward to receiving confirmation of receipt and registration of the application, however, in the meantime if you require any further information or have any queries in respect of the submitted documentation, please contact the undersigned in the first instance.

Yours sincerely,

J J Romero

J J Romero (Sep 6, 2018)

Joseph Romero

BA (Hons) MSc

Planner

Town Planning

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