

Application Number:	2017/1110/ADV
Site Address:	Lincoln Transport Hub Development, Pelham Street, Lincoln
Target Date:	7th December 2017
Agent Name:	John Roberts Architects Ltd
Applicant Name:	Mrs Kate Ellis
Proposal:	Installation of perforated metal signage to North, East and West elevations, 1no. set of internally illuminated lettering and logo to South elevations, and 1no. fascia sign to South and East elevations of Multi-storey car park. Installation of 1no. set of internally-illuminated lettering and logo to East and West elevations of Lincoln Central Bus Station.

Background - Site Location and Description

Following the approval of the Transport Hub development which is now nearing completion, permission is sought for the adverts on the Multi Storey Car Park and Bus Station. Most of these adverts were indicatively shown on the approved Transport Hub plans, however formal approval is now required.

Site History

No relevant site history.

Case Officer Site Visit

Undertaken on 18/10/2017.

Policies Referred to

- National Planning Policy Framework
- Central Lincolnshire Local Plan - Policy LP27

Issues

The main issues are as follows:-

1. Relevant Planning Policy; and
2. Visual amenity and public safety.

Consultations

Consultations were carried out in accordance with the Statement of Community Involvement, adopted May 2014.

Statutory Consultation Responses

Consultee	Comment
Highways & Planning	No objections

Public Consultation Responses

No responses received

Consideration

Principle of the Development

Policy LP27 of the Central Lincolnshire Local Plan states that "All proposals for the display of advertisements will have to comply with relevant national regulations and guidance. Where advertisement consent is required, such consent will be permitted if the proposal respects the interests of public safety and amenity, subject to the following criteria:

- The design (including any associated lighting and illumination), materials, size and location of the advertisement respects the scale and character of the building on which it is situated and the surrounding area, especially in the case of a listed building or within a conservation area; and
- The proposal would not result in a cluttered street scene, excessive signage, or a proliferation of signs advertising a single site or enterprise; and
- The proposal would not cause a hazard to pedestrians or road users; and
- The proposal would not impede on any surveillance equipment and would contribute positively to public perceptions of security.

The National Planning Policy Framework states that advertisements which clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The general policy principles outlined elsewhere in the Framework are also relevant as they refer to the quality of design. The proposals will be assessed in accordance to these local and national policies in respect of visual amenity and public safety as required by the Advertisement Regulations.

Visual Amenity

Multi Storey Car Park (MSCP)

The MSCP south elevation signage would feature brushed stainless steel letters and graphics stud fixed from face of brickwork which would have warm white LED halo illumination behind.

The North, East and West elevations would see the installation of perforated metal signage. The panels would incorporate a feature using a variety of diameter holes and spacing. The principle of this, as a design feature was approved as part of the full application however it is now confirmed that the lettering will read "Lincoln Central Car Park".

Fascia signs to the car park entrances on the South and East elevations would also be incorporated with a dark bronze background to match the mesh cladding on the car park.

Bus Station

Permission is sought to install internally-illuminated lettering and logos to the east and west elevations of Lincoln Central Bus Station. These would match those proposed on the MSCP and consist of brushed stainless steel letters and graphics stud fixed from the face of the brickwork which would have warm white LED halo illumination behind.

It is considered that the proposed adverts would be appropriate in scale to both the car park and bus station and are of a design in keeping with the modern architecture of the newly built transport hub development. The lighting is at an appropriate level so as not to have an impact on the character of the conservation area and similarly the amount of signage, on a development of this size would not be excessive.

Highway Safety

The Highways Authority have raised no objections to the proposal. The proposal would not cause a hazard to pedestrians or road users, the signs are on the building itself with no projection from the building. The lighting levels would be low to provide a halo effect rather than a bright light capable of causing a hazard to road users. Similarly the adverts on the building would not cause an obstruction to any CCTV cameras.

Conclusion

The advertisement scheme would not have an unduly harmful impact on visual amenity or highway safety in accordance with policy LP27 of the Central Lincolnshire Local Plan and the National Planning Policy Framework.

Application Determined within Target Date

Yes.

Recommendation

That the application is Granted Conditionally.

Standard Conditions

Standard advert conditions controlling them for a period of 5 years.