

Application Number:	2019/0609/ADV
Site Address:	Car Park, Motherby Lane, Lincoln
Target Date:	27th September 2019
Agent Name:	Stripe Consulting
Applicant Name:	Mr Tom Collins
Proposal:	Display of 7no. wall mounted signs and 8no. pole mounted signs (Part-retrospective).

Background - Site Location and Description

The application seeks approval for various signs within a car park operated by NCP located on the south side of Motherby Lane. An advertisement application was invited for advertisements within the car park following an enforcement investigation given their unauthorised nature. Advice was given by a Planning Officer to remove/amalgamate some of the signs before an application was made.

An accompanying application has been received for the ANPR cameras on the site and is being considered under application 2019/0608/FUL.

The site is located within the Cathedral and City Centre Conservation Area No. 1.

The application is brought before Planning Committee given the objections received to the proposal.

Site History

Reference:	Description	Status	Decision Date:
2019/0608/FUL	Installation of 2no. pole-mounted ANPR cameras (Retrospective)	Pending Decision	

Case Officer Site Visit

Undertaken on 9th September 2019.

Policies Referred to

- Policy LP27: Main Town Centre Uses - Frontages and Advertisements
- National Planning Policy Framework

Issues

- Impact on visual amenity and the character and appearance of the conservation area
- Impact on 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	Comments Received
Lincoln Civic Trust	Comments Received

Public Consultation Responses

Name	Address
Councillor Lucinda Preston	
Mrs Lynne Corcoran	7 Rosebery Avenue Lincoln Lincolnshire LN1 1ND
Dr Donald Pulford	17 Beaumont Fee Lincoln Lincolnshire LN1 1EY

Consideration

National and Local Planning Policy

Policy LP27 'Main Town Centre Uses - Frontages and Advertisements' of the Central Lincolnshire Local Plan (2017) is permissive of advertisements provided the following criteria are met:

- h. 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
- l. The proposal would not result in a cluttered street scene, excessive signage, or a proliferation of signs advertising a single site or enterprise; and
- l. The proposal would not cause a hazard to pedestrians or road users; and
- k. The proposal would not impede on any surveillance equipment and would contribute positively to public perceptions of security

Paragraph 132 of the National Planning Policy Framework (NPPF) acknowledges poorly sited and designed advertisements can have a negative impact on the quality and character of places.

Impact on Visual Amenity

The proposed adverts would replace some of the existing unauthorised signage on the site. The advertisements subject to this application would include 7 wall mounted signs and 8 free standing signs all of which would be non-illuminated. Some of the proposed signs have been amalgamated, reduced in height, reduced in size or removed following officer advice. The reduction in total signs on the site would be 8.

Whilst a public consultation is not undertaken for advertisement applications, 2 comments from local residents have been received as well as an objection from Councillor Preston and a petition. The comments received raise concern with the number of signs and also comment on the lighting within the site. The lights within the site are wall mounted and do not constitute development. However, Environment Health Officers have been liaising with the car park operator to reduce glare from the lights into neighbouring gardens; this is ongoing.

The main bulk of the proposed signage is located within the site and therefore not visually prominent when viewed from West Parade or Motherby Lane. The existing pole mounted sign on the west side of the Motherby Lane entrance would be removed and the sign on the east side would be reduced in size. At the West Parade entry point a pole mounted sign would be removed and another sign would be repositioned approximately 2-3 metres into the site and away from the entrance. Furthermore, 7 terms and conditions signs within the car park would be reduced to 3.

Whilst the application site lies within a Conservation Area, the applicant has taken account of previous comments from officers and the total number of signs on the site has been reduced. The signs are non-illuminated and they have been reduced in size and number particularly at the entrances where they are most visible. It is considered the revised signage would not be visually intrusive, would not be excessive for the site nor would they be harmful to character and appearance of the Conservation Area and would therefore accord with Policy LP27 of the Central Lincolnshire Local Plan.

Impact on Highway Safety

The proposed signs would not be hazardous to pedestrians or road users. Lincolnshire County Council (as Highway Authority) has concluded that the proposed development is acceptable and, accordingly, does not wish to object to this planning application.

Impact on Surveillance and Security

The proposed signs would not impede on any surveillance equipment nor affect public perceptions of security.

Application negotiated either at pre-application or during process of application

Yes.

Financial Implications

None.

Legal Implications

None.

Equality Implications

None.

Conclusion

The proposed signage scheme would respect the character and appearance of the surrounding area, not cause a hazard to pedestrians or road users, nor impede any surveillance equipment or affect public perceptions of security, in accordance with Policy LP27 'Main Town Centre Uses - Frontages and Advertisements' of the Central Lincolnshire Local Plan (2017) and relevant guidance contained within the National Planning Policy Framework (2019).

Application Determined within Target Date

Yes.

Recommendation

That the application is Granted Conditionally (standard advertisement conditions)