

APPLICATION NO	PA/2009/0606
APPLICANT	William Hill Organisation Ltd
DEVELOPMENT	Consent to display an externally illuminated fascia sign and an internally illuminated projecting sign
LOCATION	97 Willoughby Road, Scunthorpe
PARISH	SCUNTHORPE
WARD	Brumby
SUMMARY RECOMMENDATION	Grant consent
REASONS FOR REFERENCE TO COMMITTEE	Third party request to address the committee
POLICIES	<p>Regional Spatial Strategy for Yorkshire and the Humber: No specific policies apply.</p> <p>North Lincolnshire Local Plan: Policy DS18 (Advertisement Control) states that applications for the display of advertisements will be granted provided that:</p> <ul style="list-style-type: none"> (i) the advert is appropriately positioned in relation to the design of the building and is of an appropriate scale; (ii) the advert will not be a hazard to public safety; (iii) advertisements are kept to a minimum to avoid clutter; (iv) where lit, the type and level of illumination is appropriate to the location; and (v) the materials and colour are sympathetic to the building and locality. <p>Policy DS1 (General Requirements) is also relevant as quality of design and amenity are key issues in determining any planning application.</p>
CONSULTATIONS	Highways: No objection or comments.
PUBLICITY	Neighbouring properties have been notified and letters of objection have been received citing that the illuminated sign would reflect into bedroom windows across the road.

ASSESSMENT

Planning permission is being sought for two signs at a bookmakers on Willoughby Road, Scunthorpe. One of the signs is proposed to be internally illuminated and the other is to be externally illuminated. The property in question has recently had planning permission granted for the change of use to a bookmakers (PA/2009/0477).

The application property is located in an existing row of shops in a small local shopping area. There is a large parking area to the front of the shops and a garage court to the rear. The property in question has commercial properties either side, and residential dwellings adjacent across the parking area and Willoughby Road.

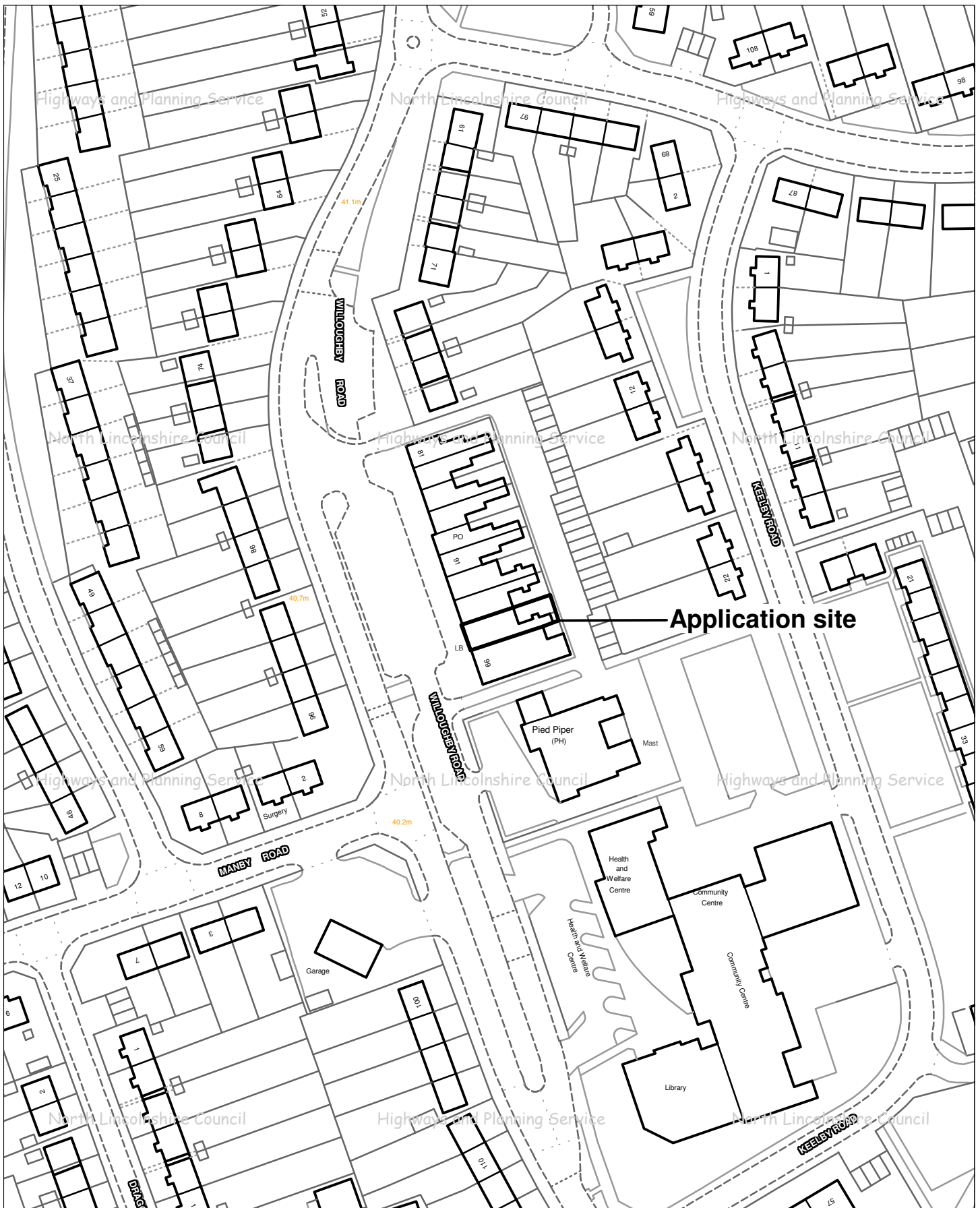
The main issue to consider when determining this application is whether the proposed signs would have a detrimental impact on the amenities of neighbouring residential properties.

The proposed signs are to be sited on a property that is located within an existing row of shops and has commercial properties either side. There are residential flats above the shops. However, as can be seen from the photographs supplied in the applicants' site survey report, the layout of the buildings means that the signs will not be visible from these properties and the illumination will have no impact on them.

The proposed signs will only be readily visible to properties directly adjacent the row of shops, across the parking area and Willoughby Road. There is a distance of approximately 39 metres between the shop fronts and the nearest adjacent properties and there are already some illuminated signs within the row of shops. The proposed signs will not have an unacceptable impact on the adjacent neighbours due to glare from the signs because of the distance to neighbouring windows. The proposed level of luminance is not excessive and the signs will have no more of an impact than the existing illuminated signs in the shopping parade.

RECOMMENDATION

Grant consent.



Drawing Title: 2009/0606

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NORTH LINCOLNSHIRE COUNCIL 0100023560 2009



Highways and Planning Service

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