

**APPLICATION NO** PA/2010/0232  
**APPLICANT** Mr D Wall  
**DEVELOPMENT** Advertisement consent to retain a sign  
**LOCATION** North-west corner, access road to Woodlands Farm, Belton  
**PARISH** BELTON  
**WARD** Axholme Central

**SUMMARY RECOMMENDATION** Grant consent subject to conditions

**REASONS FOR REFERENCE TO COMMITTEE** Objection by Belton Parish Council

## **POLICIES**

**Regional Spatial Strategy for Yorkshire and the Humber:** No specific policies apply.

**North Lincolnshire Local Plan:** Policy ST3 – the site lies outside the development boundary of Belton within the open countryside. Development within the open countryside will only be permitted if it is essential for the purposes of agriculture, forestry or to meet a special need associated with the open countryside.

Policy DS18 provides specific design guidance in relation to advertisements.

Policy DS1 provides general design guidance for all new development.

## **CONSULTATIONS**

**Highways:** No objection subject to a condition requiring the signs to be removed to the location specified on the approved plans within one month of the date of the consent.

## **PARISH COUNCIL**

Object. The signs have been made to look like official council signs, which they are not.

## **PUBLICITY**

Advertised by site notice and neighbouring properties notified. No comments have been received.

## **ASSESSMENT**

Advertisement consent is sought to retain a sign comprising two elements. Sign 1 depicts the road name (Walnut Drive) and below is a sign saying 'Private Road, no public right of way access only'. The sign has been removed from within highway limits and is now located on a post within the applicant's land. The signage is required in order to direct people to the lane as the emergency services have been unable to find it. Originally another sign was

also proposed saying 'Walnut Drive' but this has now been removed by the applicant and no longer forms part of this application. The sign to be retained measures 1.06 metres in height with a width of 1.125 metres.

**The main issue associated with the sign is its impact on public safety and the amenity of the locality.**

In terms of public safety, the sign has been removed from within highway limits onto land within the applicant's ownership. Highways raise no objection to the sign and it therefore raises no public road safety issues.

The sign does resemble a street sign. The parish council's comments are noted, but refusal of this advertisement could only be justified on visual amenity grounds. The sign is not overly prominent within the street scene and does not create the appearance of 'clutter' in the locality. It is therefore considered that the sign does not result in loss of amenity to the locality and therefore accords with policies DS18 and DS1 of the North Lincolnshire Local Plan.

**RECOMMENDATION      Grant consent subject to the following conditions:**

1.

The development hereby permitted shall be carried out in accordance with the following approved plans: 001 date stamped 12 April 2010 and photographs date stamped 12 April 2010.

Reason

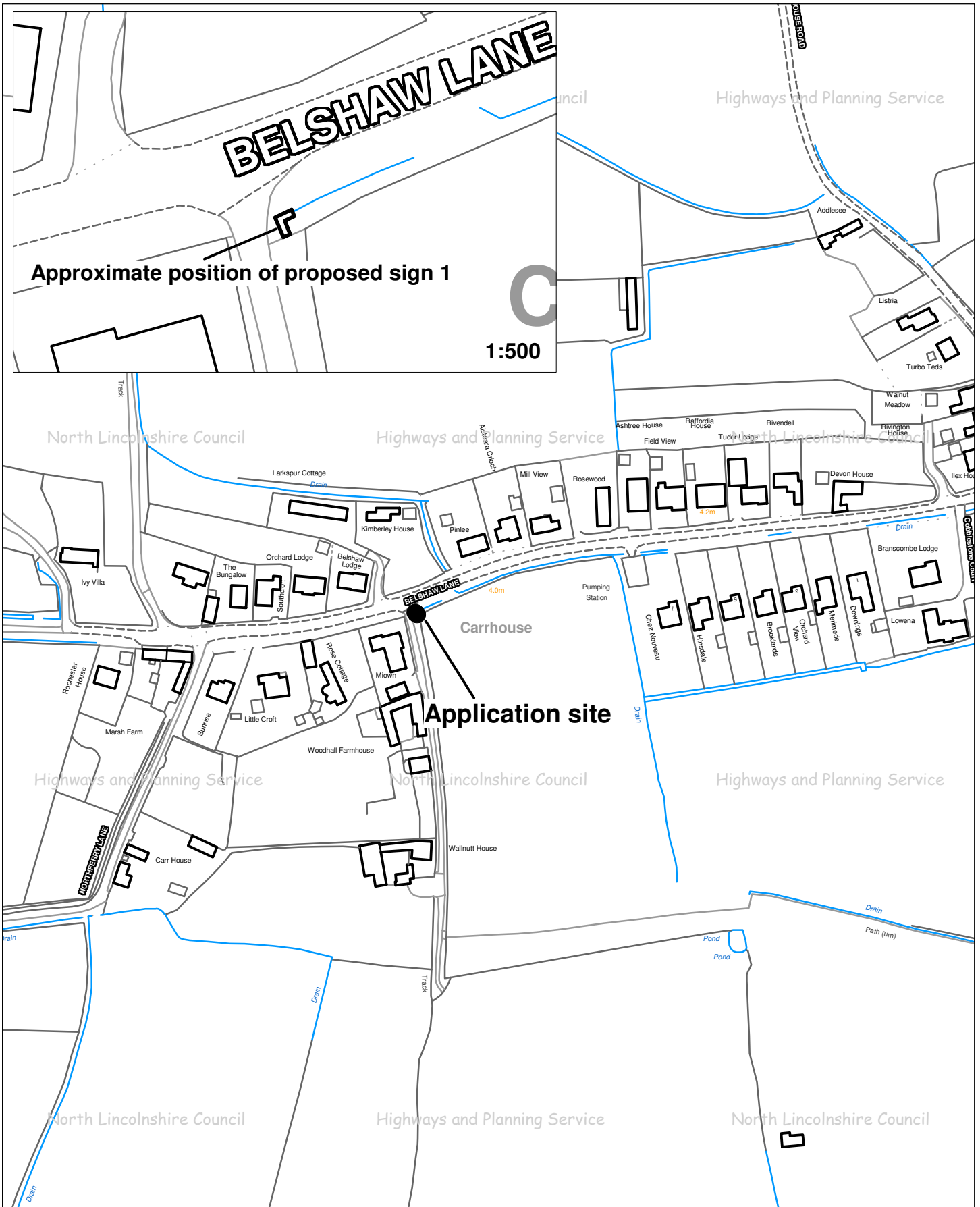
For the avoidance of doubt and in the interests of proper planning.

2.

The sign shall be sited in accordance with the amended details received by the local planning authority on 12 April 2010 at all times.

Reason

In the interests of public safety and visual amenity in accordance with policies DS1 and DS18 of the North Lincolnshire Local Plan.



Drawing Title: 2010/0232

OS Grid Ref: SE77350616

Drawn by: KC

Scale: 1:2500

Date: 16/04/2010



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NORTH LINCOLNSHIRE COUNCIL 0100023560 2010



**Highways and Planning Service**

Service Director,  
G Pople

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DEVELOPMENT CONTROL SECTION  
12 APR 2010  
DATE RECEIVED  
Returned To

WALNUTT DRIVE 

PRIVATE ROAD  
NO PUBLIC RIGHT OF WAY  
ACCESS ONLY 

8/4/2010 8:22