

APPLICATION NO PA/2011/1042

APPLICANT Mr C Simpson

DEVELOPMENT Advertisement consent for one internally illuminated fascia sign

LOCATION Westlands Social Club, Todds Lane, Burton-upon-Stather

PARISH BURTON-UPON-STATHER

WARD Burton Stather and Winterton

SUMMARY RECOMMENDATION Refuse consent

REASONS FOR REFERENCE TO COMMITTEE Support by Burton-upon-Stather Parish Council

POLICIES

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

North Lincolnshire Local Plan: Policy DS18 (Advertisement Control) applies and sets out the criteria for the assessment of applications for advertisement consent:

- (i) the advertisement is appropriately positioned in relation to the design of the building and is of an appropriate scale
- (ii) the advertisement does not create a hazard to public safety
- (iii) advertisements are kept to the minimum to avoid clutter which would detract from the character of the building and street scene
- (iv) where a sign is lit the type and level of illumination is appropriate to the location
- (v) the construction, materials and colour of the advertisement are sympathetic to the building and locality.

Policy DS1 (General Requirements) requires a high standard of design in all developments and poorly designed developments will be refused. The following criteria will be used to assess each proposal:

- (i) the design and external appearance should reflect or enhance the character, appearance, and setting of the immediate area
- (ii) the design and layout should respect and, where possible, retain or enhance the existing landform
- (iii) no unacceptable loss of amenity to neighbouring land uses should result in terms of noise, smell, fumes, dust or other nuisance, including overlooking or overshadowing
- (iv) amenity open space should be retained where possible

(v) no pollution of water, air or land should result.

Policy DS12 (Light Pollution) states that planning applications which involve light-generating development will only be permitted where it can be demonstrated that there would be no adverse impact on local amenities.

Policy HE2 (Development in Conservation Areas) – all development proposals in conservation areas should preserve or enhance the character and appearance of the area and its setting. Policy HE2 contains detailed criteria that all new development must adhere to before permission is granted.

Policy HE4 (Shopfronts, Advertisements, Canopies and Blinds in Conservation Areas) sets out detailed guidance for such developments.

North Lincolnshire Core Strategy: Policy CS5 (Delivering Quality Design in North Lincolnshire) requires all new development to be well-designed and appropriate for their context.

CONSULTATIONS

Highways: Do not wish to restrict the grant of permission.

PARISH COUNCIL

Burton-upon-Stather Parish Council support the application.

PUBLICITY

A site notice has been posted and neighbouring properties notified. One response has been received from the Village Hall Committee who support the application.

ASSESSMENT

Advertisement consent has been sought for a new illuminated sign on Burton Club, Todds Lane, Burton.

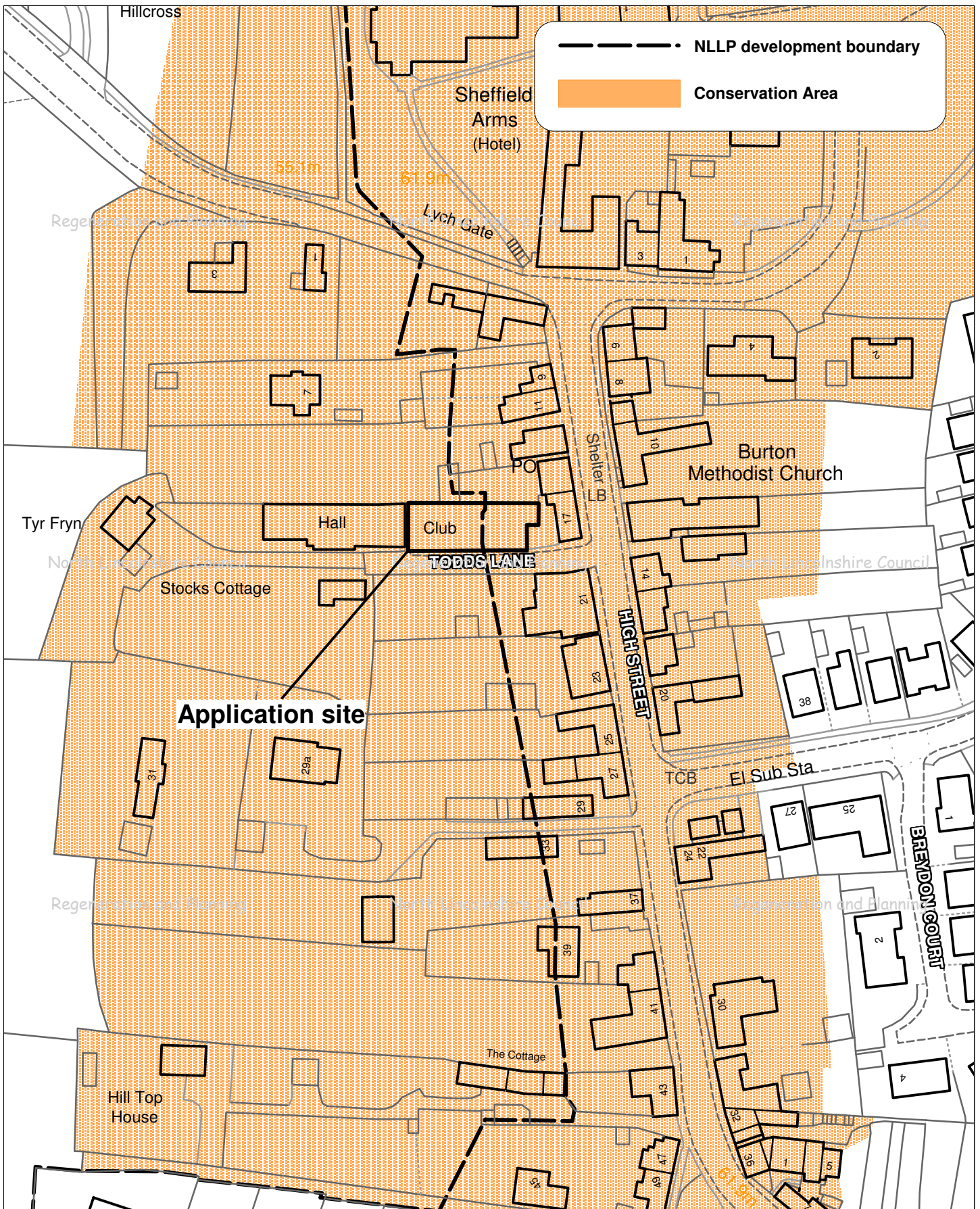
The main consideration in the determination of this application is the amenity of neighbours.

The proposed sign would replace an existing sign on the building, but would be sited on the front wall of the club. This wall is very close to the rear of 17 High Street which has windows in direct line of sight. These windows, and therefore the amenity of the residents, would suffer from light pollution from the proposed sign and this would have an unacceptable impact upon the living conditions of the occupiers of that property.

For that reason consent should be refused.

RECOMMENDATION Refuse consent for the following reasons:

The proposed illuminated sign would have an unacceptably detrimental impact upon the living conditions of the occupiers of 17 High Street by virtue of light nuisance to their rear windows. The proposals are therefore contrary to policies DS1, DS12 and DS18 of the North Lincolnshire Local Plan.



NLLP development boundary
 Conservation Area

Application site

Drawing Title: 2011/1042

OS Grid Ref: SE87021773

Drawn by: kc

Scale: 1:1250

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NORTH LINCOLNSHIRE COUNCIL 0100023560 2011



Regeneration and Planning

Head,

Marcus Walker BA (Hons), Dip URP, MA, MRTPI

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