

APPLICATION NO	PA/2011/1158
APPLICANT	Mr A Lidgard
DEVELOPMENT	Advertisement consent to display one illuminated logo sign, one illuminated fascia and one free-standing illuminated sign (resubmission of PA/2011/0670)
LOCATION	Ashbourne Hotel, Vicarage Lane, North Killingholme
PARISH	NORTH KILLINGHOLME
WARD	Ferry
SUMMARY RECOMMENDATION	Grant consent subject to conditions
REASONS FOR REFERENCE TO COMMITTEE	Objection by North Killingholme Parish Council

POLICIES

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

North Lincolnshire Local Plan: Policy DS1 (General Requirements) sets out the standards of design for all new developments.

Policy DS18 (Advertisement Control) states that applications for the display of advertisements will be granted provided that:

- they are appropriately positioned and are of an appropriate scale;
- they do not create a hazard to public safety;
- they are kept to the minimum to avoid clutter;
- any illumination is appropriate to the location;
- their construction, materials and colour are sympathetic to the building and locality.

North Lincolnshire Core Strategy: No specific policies apply.

CONSULTATIONS

Highways: No objections.

PARISH COUNCIL

Object on the following grounds:

- there are too many signs in the centre of a small village; the Ashbourne dominates the centre of the village and its whereabouts are clear.

- considers existing signage is adequate but has no objection to the illuminated sign on the gable end of the new building.

PUBLICITY

Neighbouring properties have been notified and three letters have been received raising the following issues:

- light pollution to a dwelling on the western side of Vicarage Lane and to the village
- visual impact to the centre of the village and out of character.

ASSESSMENT

This application relates to the display of advertisements at the Ashbourne Hotel which is situated at the junction of Vicarage Lane and Town Street. It is proposed to display one illuminated logo sign 4000mm above ground level on the gable end of the new building, one free-standing illuminated sign measuring 2400mm x 1200mm and one illuminated fascia measuring 2210mm x 1100mm at 1200mm above ground level on the end elevation of the wood-cladded restaurant block. The application is a resubmission of PA/2011/0670 which was refused permission under delegated powers in July 2011 because the cumulative effect of the number of signs proposed was felt to represent clutter which would have an adverse impact on the property and its immediate surrounds.

The main issue in determining this application is whether the problems identified with the previous refusal have now been adequately addressed.

The three signs now proposed represent a significant reduction in signage from the six included in the previous submission. They do not detract from the character of the building or amount to clutter.

The parish council have no objection to the logo sign on the gable end of the new building which they describe as 'quite tasteful' and believe will not cause any light problems to neighbours. It is discretely located and tends to blend in with the building to which it is attached.

The other two signs are located along the Vicarage Lane frontage opposite the dwellings on the western side of this road. However the illuminated panels face north and south so that any glare effect to windows of these dwellings should be minimised. The sign is also located 30m away from the nearest dwelling.

The fascia sign on the western elevation of the restaurant block is a functional sign to direct cars to the car park to the rear of the hotel. It would be set at a low level at an obscure angle to the dwellings on Vicarage Lane and located 40m from the nearest dwelling which should reduce any light impact. It is also worth mentioning that Vicarage Lane has streetlights which probably produce more light than the signs at the hotel.

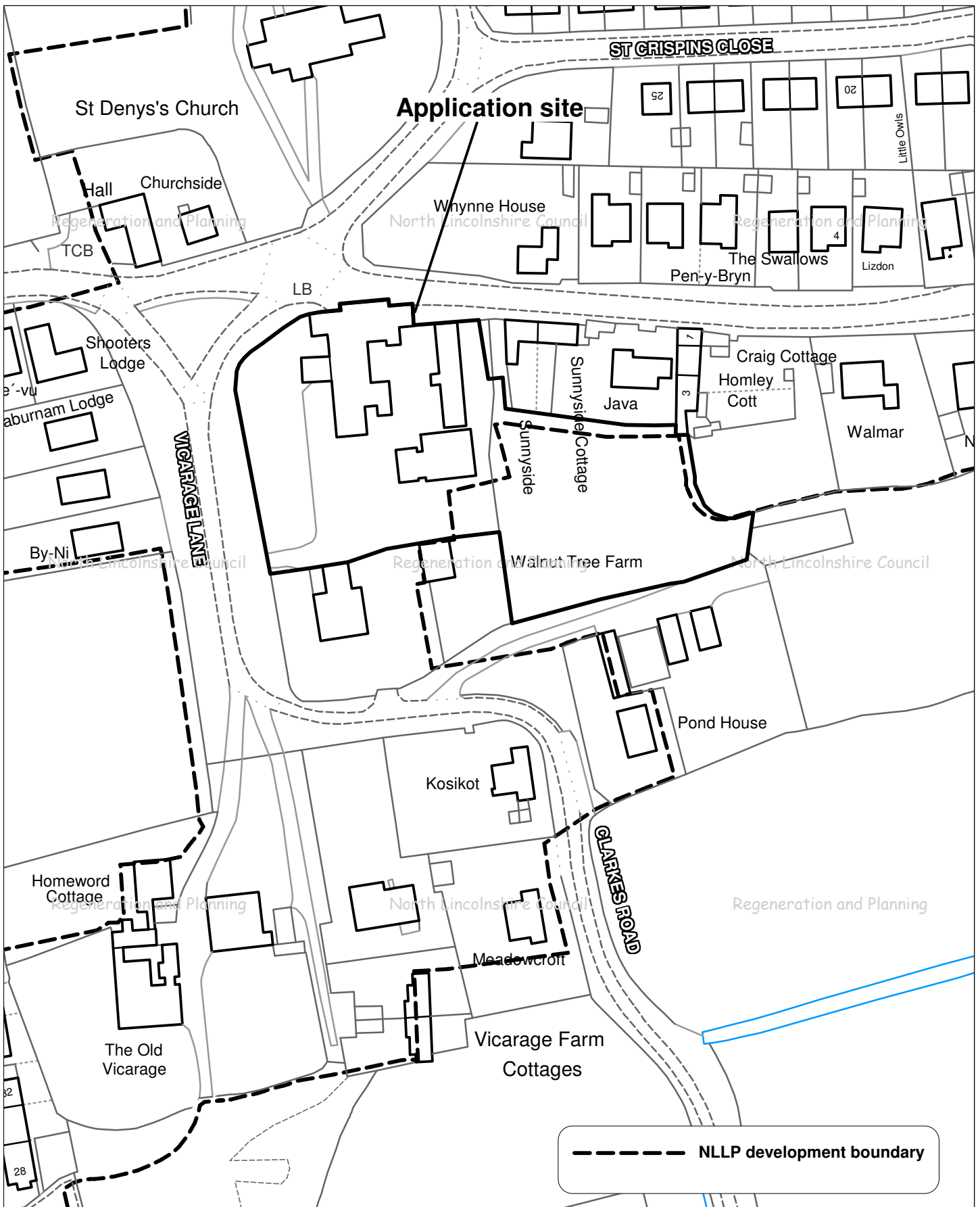
RECOMMENDATION Grant consent subject to the following conditions:

1.

The development hereby permitted shall be carried out in accordance with the following approved plans: PA/2011/1158/01, PA/2011/1158/B1, PA/2011/1158/B3 and PA/2011/1158/B4.

Reason

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



Drawing Title: 2011/1158

OS Grid Ref: TA14521721

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Date: 31/10/2011



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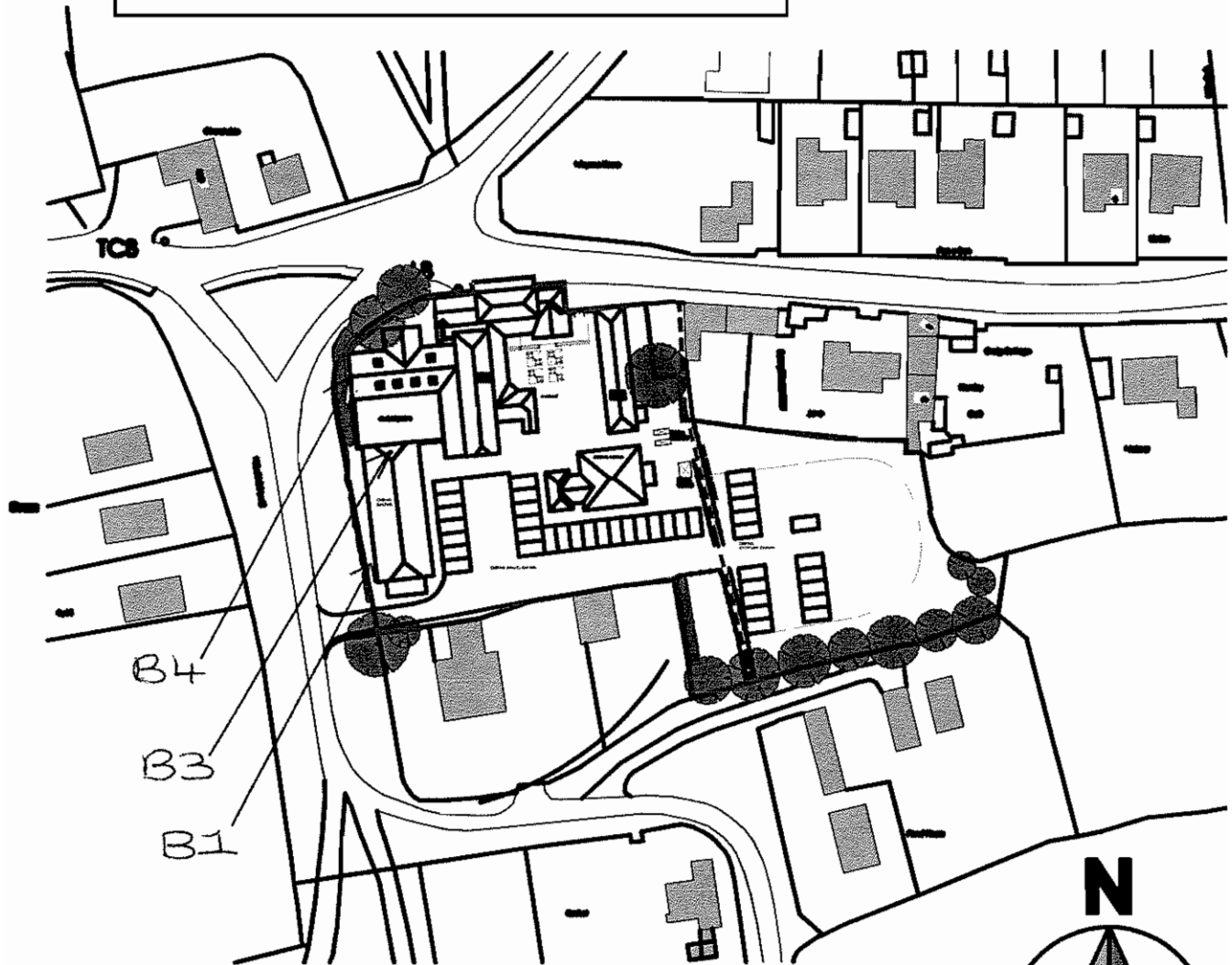
Regeneration and Planning

Head,

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

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PA/2011/1158 - showing position of proposed signs
NOT TO SCALE



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Site Location Plan- 1:1250 @ A4

