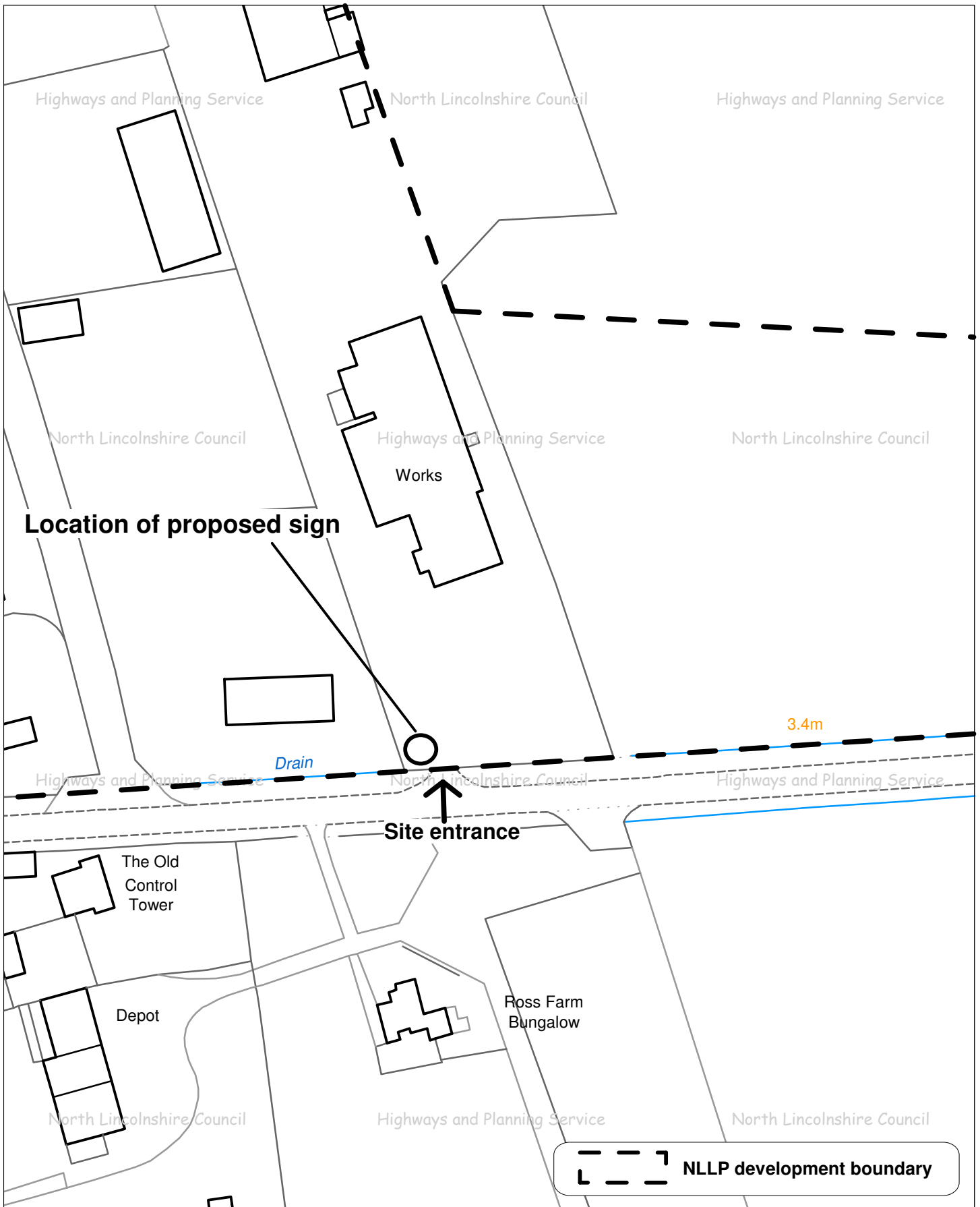


APPLICATION NO	PA/2008/1053
APPLICANT	Liberty Guard (UK) Ltd
DEVELOPMENT	Advertisement consent to retain a triangular non-illuminated sign
LOCATION	Twelco Fabrications, Belton Road, Sandtoft
PARISH	BELTON
WARD	Axholme Central
SUMMARY RECOMMENDATION	Grant consent
REASONS FOR REFERENCE TO COMMITTEE	Objection by Belton Parish Council
POLICIES	<p>Regional Spatial Strategy for Yorkshire and the Humber: No specific policies apply.</p> <p>North Lincolnshire Local Plan: Policy DS18 (Advertisement Control) provides specific guidance on advertisements.</p> <p>Policy DS1 (General Requirements) provides general design guidance for all new development.</p> <p>Planning Policy Guidance Note 19 (Outdoor Advertisement Control)</p>
CONSULTATIONS	Highways: No objections.
PARISH COUNCIL	Objection. The sign is too high.
PUBLICITY	Neighbouring properties have been notified. No representations have been received.
ASSESSMENT	<p>This proposal is for the retention of a triangular non-illuminated sign located adjacent to the site entrance. The sign is 5.55 metres high, 1.74 metres wide and 2.4 metres deep.</p> <p>Advertisement applications can only be determined in relation to highway safety and amenity issues.</p> <p>The advertisement is set back from the highway adjacent to the site entrance. Highways have raised no objections and it does not raise any public safety issues.</p>

In terms of amenity, whilst the advertisement is large and prominent on the road frontage but in front of it is a steel palisade fence. The advertisement is seen in context with the surrounding industrial area and there are other large advertisements further west of the application site. In this instance it is not considered that the advertisement has a detrimental impact on the amenity of the locality.

RECOMMENDATION **Grant consent.**



 **NLLP development boundary**

Drawing Title: 2008/1053

OS Grid Ref: SE75120819

Drawn by: KC

Scale: 1:1250

Date: 25/09/2008



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NORTH LINCOLNSHIRE COUNCIL 100013349 2008



Highways and Planning Service

Service Director,
G Popple

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