

APPLICATION NO	PA/2016/843
APPLICANT	Mr Matthew Wilkinson, Lincolnshire Co-operative
DEVELOPMENT	Advertisement consent to display one fascia sign, one logo lozenge and one totem sign
LOCATION	Rear of Mellers Coaches, Howe Lane, Goxhill, DN19 7HS
PARISH	Goxhill
WARD	Ferry
CASE OFFICER	Andrew Law
SUMMARY RECOMMENDATION	Grant consent subject to a condition
REASONS FOR REFERENCE TO COMMITTEE	Objection by Goxhill Parish Council

POLICIES

National Planning Policy Framework: Paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

North Lincolnshire Local Plan: Policies DS1 (General Requirements) and DS18 (Advertisement Control) apply.

North Lincolnshire Core Strategy: Policy CS5 (Delivering Quality Design in North Lincolnshire) applies.

CONSULTATIONS

Highways: Initially raised concerns that the proposed advertisement could impede visibility for vehicles exiting the site. Following the submission of additional plans showing the position of the signage in relation to visibility splays, highway officers have withdrawn their initial concerns and now raise no objections to the proposed development.

Conservation: No objection to the proposal. The signs will have no impact on key views of the adjacent listed building and they are sufficient distance away to have a limited impact on the building's setting.

PARISH COUNCIL

Objects to the proposed development on the grounds that illuminated signs are not appropriate to the location within a rural environment and would be detrimental to the residential amenity of the area.

PUBLICITY

Neighbouring properties have been notified by letter. No comments or objections have been received.

ASSESSMENT

The application site is a former coach yard which has consent for the construction of a convenience food store with associated car parking and access. The site is bounded by a railway line and station to the west, an existing dwelling and large outbuilding to the east and by Howe Lane to the south; the land to the north, between the rail line and Greengate Lane, is open land. The railway station building to the west of the site is a grade II listed building. Howe Lane is predominantly a residential area; however in this part of Howe Lane there is a mix of residential and commercial properties including a hairdresser's, a public house which is now vacant and the adjacent railway line and station.

This application seeks advertisement consent to display one fascia sign, one logo lozenge sign and one totem sign. The logo lozenge and fascia sign will both be sited on the front elevation of the convenience store building over the entrance and the totem sign will be sited at the front of the site close to the vehicular access. The fascia sign measures 6.65 metres wide by 0.68 metres high and sits directly above the entrance door; only the letters of this sign will be illuminated (static). The logo lozenge measures 1.896 metres wide by 1.2 metres high and will be internally illuminated; this sign will sit directly above the fascia sign in a central position within the front gable of the building. The totem sign measures 4 metres high by 1.2 metres wide and advertises the services on offer at the convenience store; only the lettering on this sign will be illuminated and the sign will be sited on the frontage of the site, between the car parking spaces and the public highway.

The main issues to consider in the determination of this application are whether the proposed signage would have an unacceptable impact on the character of the area, residential amenity or public safety.

Character

There is no defined commercial centre within Goxhill; however the application site is located on a main road through the settlement in an area that contains several commercial properties including a public house (vacant), a fish and chip shop and a railway station. These existing commercial properties have advertisements that vary in size, design and colour. Some of these advertisements are externally illuminated and this area of Goxhill is illuminated by street lights. For these reasons it is considered that this is not a rural environment where the addition of illuminated signage would be an unacceptable intrusion.

Whilst there are no examples of internally illuminated signage in the immediate vicinity at present it should be noted that the large fascia and totem signs are largely non-illuminated with only their letters being internally illuminated. The logo lozenge is a small sign located on the frontage of the convenience store building, which is set well back from the road. This

type of illuminated signage is relatively commonplace at convenience store sites, many of which are located in rural settlements (Hibaldstow, Haxey, Broughton, Kirton etc).

The proposed signage is not unreasonably large and is appropriately positioned in relation to the design of the building. Furthermore, for the reasons set out above, it is considered that illuminated signage is appropriate in this location. The proposed signage will not be out of keeping with the character of the area and will not have an unacceptable impact on visual amenity.

In addition to the above, the council's conservation officer has confirmed that the proposed signage will not have a detrimental impact on the adjacent listed building or its setting.

Residential amenity

The totem sign is sited so that it faces along Howe Lane and as such does not face directly at any adjacent residential properties. Only the letters of this sign are illuminated, with the signage around these letters being non-illuminated. The nearest residential property is located to the east of the site and will have only very obscure views of the proposed totem sign and will not have views of the fascia and lozenge signs. The adjacent residential property to the south is separated from the totem sign by Howe Lane and faces onto the side of the sign due to its orientation; the fascia and lozenge signs are set much further back within the site, a significant distance from this property. It is considered that the siting and orientation of the signage, coupled with the separation distance to neighbouring residential properties, will prevent any unacceptable impact on residential amenity. It should also be noted that no letters of objection have been received from neighbouring properties citing concerns relating to amenity.

Safety

The council's highways department has been consulted on the application and initially raised concerns that the proposed totem sign may impede the visibility of vehicles exiting the site. Following these concerns the applicants provided a drawing showing the signage in relation to the consented development on the site and visibility splays along the road. This drawing demonstrates that the totem sign will not impede visibility. Highways officers have assessed this additional information and have confirmed that the signage will not impede visibility or otherwise impact on highway safety. On this basis it is considered that the signage will not be harmful to public safety.

Conclusion

The proposed development will have no unacceptable impact on the character or appearance of the area, residential amenity or public safety and as such this application should be supported.

RECOMMENDATION Grant consent subject to the following condition:

1.

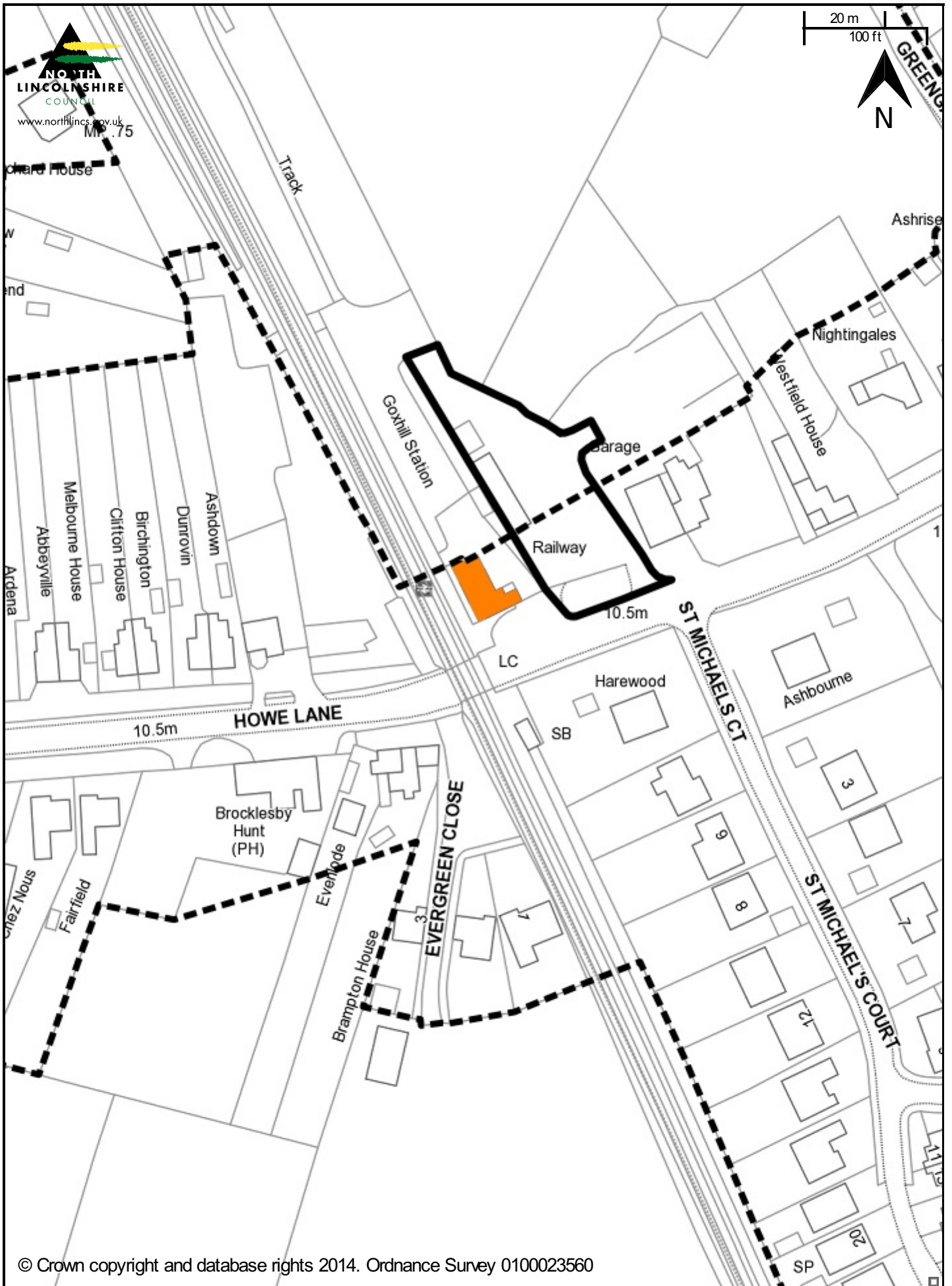
The advertisements hereby approved shall be illuminated only between the hours of 7am to 11pm Monday to Sunday.

Reason

To satisfactorily protect the character and appearance of the area and the residential amenities of nearby occupiers in accordance with policy DS1 of the North Lincolnshire Local Plan.

Informative

In determining this application, the council, as local planning authority, has taken account of the guidance in paragraphs 186 and 187 of the National Planning Policy Framework in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the area.



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