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| APPLICATION NO | PA/2018/2527 |
| APPLICANT | Mr Keith Phillips |
| DEVELOPMENT | Advertisement consent to retain 3 non-illuminated signs |
| LOCATION | Shepherds Place Farm, 99A Akeferry Road, Westwoodside, DN9 2NF |
| PARISH | Haxey |
| WARD | Axholme South |
| CASE OFFICER | Tanya Coggon |
| SUMMARY RECOMMENDATION | Grant consent |
| REASONS FOR REFERENCE TO COMMITTEE | Objection by Haxey Parish Council |

POLICIES

National Planning Policy Framework: Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

North Lincolnshire Local Plan:

Policy DS1 (General Requirements)

Policy DS18 (Outdoor Advertisements)

Policy LC14 (Area of Special Historic Landscape Interest)

North Lincolnshire Core Strategy:

Policy CS1 (Spatial Strategy for North Lincolnshire)

Policy CS2 (Delivering More Sustainable Development)

Policy CS3 (Development Limits)

Policy CS5 (Delivering Quality Design in North Lincolnshire)

CONSULTATIONS

Highways: No objection.

PARISH COUNCIL

There are currently two signs on the premises wall (not included in the application), two signs on the bridge (included in the application), one on the fence containing details of the premises (included in the application) and a further two blank signs adjacent to the one on the fence (not included in the application). The application is for the approval of three signs. The two signs on the bridge are too high and block visibility when leaving the premises onto a 30-50mph highway. These two signs need better positioning. It is suggested that the two blank signs on the fence are removed and further permission is requested for the two on the premises. There are also free-standing signs on the verge which need removing.

PUBLICITY

Advertised by site notices. No comments have been received.

ASSESSMENT

The proposal

Consent is sought to retain three advertisements: one on either side of the bridge which provides the main access to the site and one on the fence. The applicant has installed two other wooden boards on the fence but as these are not displaying any advertisement material there has been no breach of planning control. The advertisements advertise the existing tourist business (farm and café) being carried out on the site. The advertisements are in the form of boards and are 1.21 metres high and 2.44 metres wide. They are raised above ground level by 0.7 metres. The site is located within the open countryside and within the LC14 Area of Special Historic Landscape Interest.

The only issues that can be considered in relation to advertisement applications are amenity and public safety. If these are considered to be acceptable then the application will accord with planning policy.

Impact on the highway

The parish council's comments that some of the advertisements restrict visibility and should be lowered are noted. However, Highways have raised no objections. The proposal is therefore considered to be acceptable in terms of public safety.

Impact on the amenity of the locality

Although the site is located on a main road, it is set back from it, and the tourist enterprise therefore needs to be advertised. The two signs on either side of the bridge on the access road are visible from Akeferry Road to advertise the location of the business. The signs, due to their size and design, do not cause significant demonstrable harm to the amenity of the locality. There are other examples along Akeferry Road of this type of signage. The advertisement located on the fence is set back from the highway and is viewed in context with the car park and farm itself, resulting in no adverse impact to the amenity of the locality. The proposal accords with the NPPF, policy CS5 of the Core Strategy, and policies DS1 and DS18 of the North Lincolnshire Local Plan.

Parish council's comments

The parish council's comments in relation to the highway are discussed earlier in this report. The advertisements on the premises the parish council refers to do not require advertisement consent. The free-standing signs on the verge are a matter for the highway authority, as they are located on highway land.

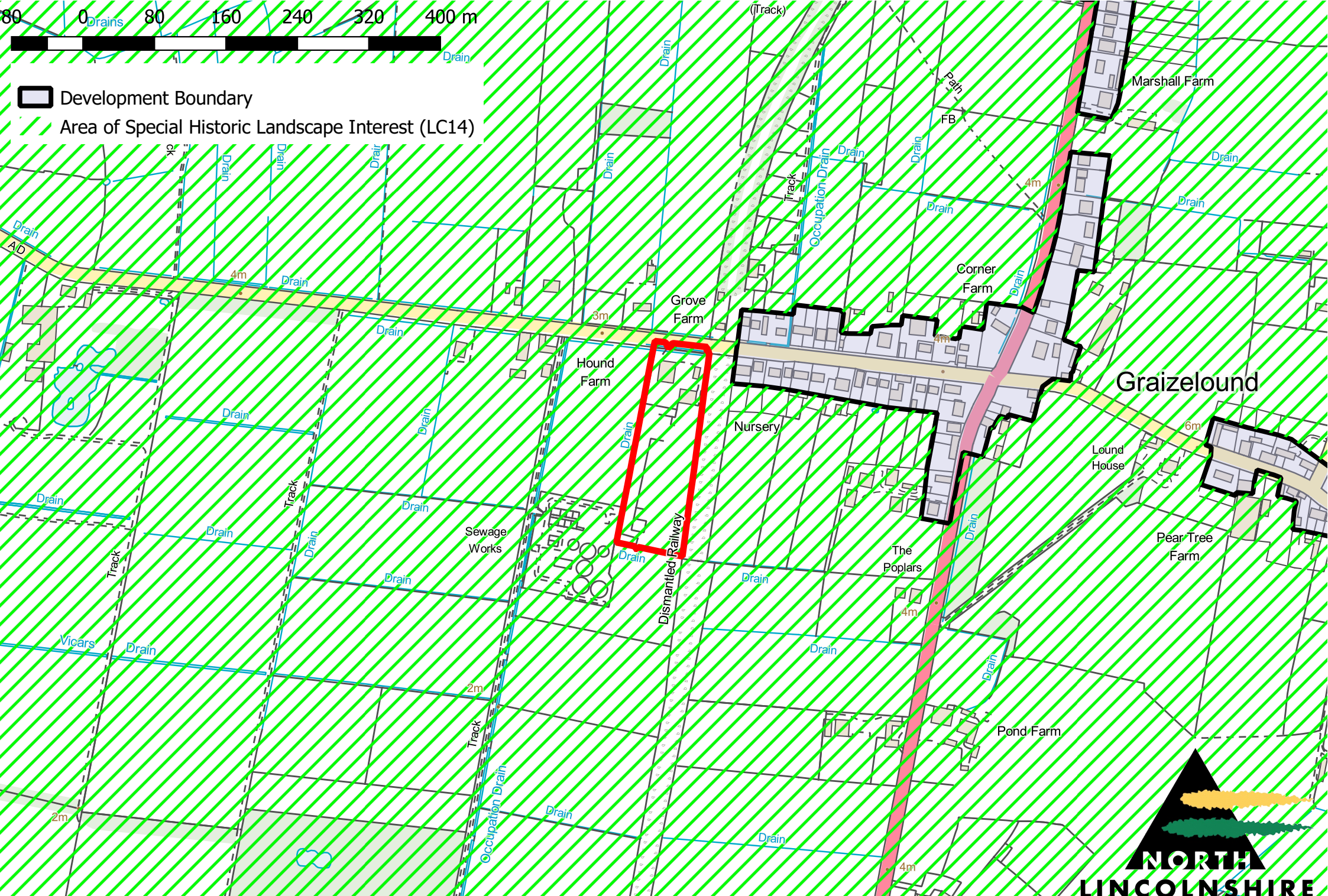
RECOMMENDATION Grant consent.

Informative

The applicant is advised that the council would wish to see the two wooden boards on the fence removed.



- Development Boundary
- Area of Special Historic Landscape Interest (LC14)



PA/2018/2527





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PA/2018/2527 Block plan (not to scale)



BLOCK/SITE PLAN
AREA 90m x 90m
SCALE 1:500 on A4
CENTRE COORDINATES: 476874, 398723



 = positions of signs



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