

APPLICATION NO PA/2019/1945
APPLICANT Mr G Baker
DEVELOPMENT Advertisement consent to retain two free-standing signs
LOCATION Holly Villas, Station Road, Graizelound, Haxey, DN9 2NH
PARISH Haxey
WARD Axholme South
CASE OFFICER Scott Jackson
SUMMARY RECOMMENDATION Grant consent

REASONS FOR REFERENCE TO COMMITTEE Objection by Haxey Parish Council

POLICIES

National Planning Policy Framework: Paragraph 124 states good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this.

North Lincolnshire Local Plan: Policies DS1, DS18, RD2 and LC14 apply.

North Lincolnshire Core Strategy: Policies CS1, CS2, CS3, CS5 and CS6 apply.

CONSULTATIONS

Highways: Advise that sign B (on the western side of Station Road) is located within the limits of the adopted highway. However, due to the length of time the sign has been located without any record of incidents, no concerns are raised. Advise that as the sign is located within highway limits it could be removed by the Highway Authority. Also advise that the applicant should consider the possible liability issues of having a sign in the highway.

Historic Environment Record: The site is within the Area of Special Historic Landscape Interest of the Isle of Axholme (local plan policy LC14). Do not consider that this proposal would adversely affect the character of the landscape heritage asset or its setting at this location. No objection.

PARISH COUNCIL

Object on the following grounds:

- The signs are ugly and detract from the street scene.

- Recommend the applicant approaches NLC and replaces the signage with brown tourist signs.

PUBLICITY

A site notice has been displayed; no comments have been received.

ASSESSMENT

The application site comprises two strips of highway verge to either side of Station Road (A161) to the front of, and opposite, the access road to Oak Tree Fisheries. The site is located outside the defined settlement boundary for Haxey, in the open countryside. There is a row of terraced houses to the north of the verge along the eastern side of the A161. Advertisement consent is being sought to retain two signs: a free-standing directional sign measuring 1.4 metres by 1.2 metres located on the western side of Station Road and a free-standing sign measuring 2.8 metres by 1.2 metres located on the eastern side.

The main issue in the determination of this application is whether the retention of the signs would impact on the character and appearance of the street scene/rural landscape.

Impact on the street scene

The proposal is to retain a sign to either side of the A161. The sign located to the western side of Station Road replaced a smaller sign and provides direction to the fisheries site. It is constructed from timber within a timber frame, with yellow and blue lettering on a blue background. It is visible within the street scene but, given its relatively low height of 1.4 metres from ground level, does not form an alien or discordant feature to the side of the A161. The size, position and colour of this sign is not considered to represent a distraction to road users. Policy DS18 of the North Lincolnshire Local Plan sets out the criteria against which applications for advertisements are assessed and it is considered that the directional sign proposed to be retained on the western side of the A161 complies with this policy in that it is of an appropriate scale and serves the purposes of direction, there are two signs in total to prevent clutter, and Highways have confirmed the sign is not a hazard to public safety.

The sign to be retained to the eastern side of Station Road is more visually prominent owing to its overall height of 2.8 metres from ground level. However, it is located within a street scene which contains structures with a vertical emphasis including streetlights and telegraph poles. This sign is not illuminated and is screened from view to some extent by the existing brick wall to the front of 4 Holly Villas to the north. The sign is located adjacent to an existing streetlight immediately adjacent to the site access to the fisheries business and does not form a strident or discordant form of advertisement in the context of the public highway. In addition, the sign is viewed to some extent in conjunction with the built form of the row of dwellings forming Holly Villas directly to the north and not as an isolated form of advertisement in the rural landscape.

Based on the above, it is considered that retention of the signs is acceptable as they do not result in a strident or discordant feature in the street scene or rural landscape and the retention of the signage generally complies with policy DS18 of the North Lincolnshire Local Plan. The application is therefore recommended for approval.

RECOMMENDATION Grant consent.

Informative

In determining this application, the council, as local planning authority, has taken account of the guidance in paragraph 38 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.



Station Road to Graizelound



Drain

4.4m

White House Farm

Drain

Elmfield

Holly Villas

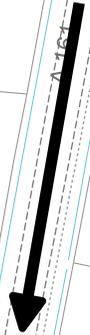
Drain



Drain

Drain

A161 and Haxey Gate Road onto Misterton



Poplar Farm

Drain

**North
Lincolnshire
Council**

PA/2019/1945

PA/2019/1945 Signage details (not to scale)

PROPOSED ELEVATIONS

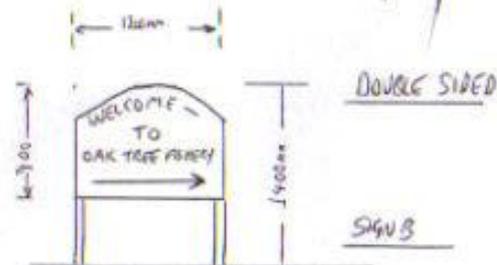
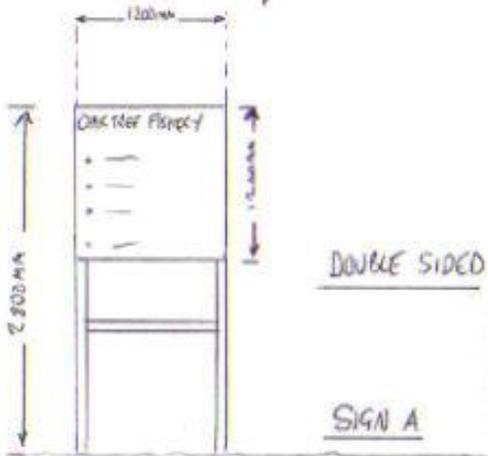
SIGN A 2800mm x 1200mm

SIGN B 1400mm x 1200mm

A



B



SCALE = 1:50
DATE = Nov 19
DRG 1