

<b>APPLICATION NO</b>	<b>PA/2017/764</b>
<b>APPLICANT</b>	Mr Steve Green, Community Partners Ltd
<b>DEVELOPMENT</b>	Advertisement consent to display signs on roundabouts to include the following locations: A15/M180 Scawby, Ashby Road/Brumby Wood Lane/Rowland Road, East Common Lane/Warwick Road/Healey Road, Willoughby Road/Bolingbroke Road Bottesford, Wendover Road Messingham, Collum Avenue/Lincoln Gardens/Stow Road, Revesby Avenue/Lincoln Gardens, Lakeside Parkway RAB (School), Lakeside Parkway Pump Station RAB, Lakeside Parkway/Dunlin RAB, Wilkinson Way/Timberland, Sycamore Crescent/Laurel Way/Olive Drive, Gadwall Way/Heron Gate, Bedale Road/Lunedale Road, Scunthorpe Crematorium and Chestnut Way
<b>LOCATION</b>	Various roundabouts within the southern area of North Lincolnshire
<b>PARISH</b>	Messingham, Scawby, Broughton, Bottesford and Scunthorpe
<b>WARD</b>	Kingsway with Lincoln Gardens, Ashby, Frodingham, Bottesford, Broughton and Appleby, Ridge and Brumby
<b>CASE OFFICER</b>	Scott Jackson
<b>SUMMARY RECOMMENDATION</b>	<b>Grant consent subject to conditions</b>
<b>REASONS FOR REFERENCE TO COMMITTEE</b>	Objection by Messingham Parish Council

## **POLICIES**

**National Planning Policy Framework:** Paragraph 14 states that at the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

Paragraph 56 states that the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people

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

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

## **CONSULTATIONS**

**Highways:** No objection, but recommend an informative in respect of works within the highway.

## PARISH/TOWN COUNCILS

**Messingham Parish Council:** Object on the grounds that the proposal will result in road safety and visibility issues on the roundabout at Wendover Road and will obscure the view for vehicles, especially during school arrival and leaving times.

**Bottesford Town Council:** No objection, but asks whether there would be any financial benefits to the town council from the proposal.

**Broughton Town Council:** No objection.

## PUBLICITY

The application has been advertised by a press notice in the local newspaper. No comments have been received.

## ASSESSMENT

This application seeks advertisement consent for the erection of display signs on 16 roundabouts located within the southern area of North Lincolnshire. The signs are proposed to face each of the approach roads, measure 1.2 metres by 0.5 metres and are designed to promote sponsorship of the roundabouts by companies.

**The main issue in the determination of this planning application is whether the proposed signs are detrimental to the character and appearance of the area.**

### Character and appearance

It is noted that the location of these roundabouts varies between rural and urban areas. However, the scale and size of each sign is fixed in each case and is only proposed to face towards each of the roads which approach the respective roundabout; the number of signs is therefore proportionate to the number of approach roads. These signs are a common feature on roundabouts within North Lincolnshire and in the wider geographical area. The signs are designed to be low-level so as not to impede the location of highway signage on roundabouts which has a statutory safety function. The highway safety signage (such as chevrons and directional signage) will remain visually prominent to all road users upon approach to the respective roundabouts.

Highways have raised no objection on highway or pedestrian safety grounds; this includes consideration of the proposals for the roundabout located on Wendover Road with Western and Eastern Green in Messingham. It is therefore considered that the signage will not impede highway visibility in this case. The proposals, by virtue of the low-level nature and size of the signs, are not considered to be detrimental to the character and appearance of the area or to highway safety.

## RECOMMENDATION      **Grant consent subject to the following conditions:**

1.

The development hereby permitted shall be carried out in accordance with the following approved plans: Sign Specification, and NL10, NL26, NL27, NL31, NL35, NL36, NL37, NL38, NL39, NL41, NL42, NL43, NL44, NL45, NL51 and NL57.

## Reason

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

### **Informative 1**

The development hereby granted planning permission requires works to be carried out within the limits of the adopted (public) highway. Therefore:

- before ANY construction works take place within the limits of the highway you **MUST** contact the highway authority on telephone number 01724 297000 to arrange for the relevant permissions/licenses to be issued;
- before ANY service (utility) connections take place within the limits of the highway you **MUST** contact the highway authority on telephone number 01724 297319 to arrange for the relevant permissions/licenses to be issued.

### **Informative 2**

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.

# PA/2017/764 – Site Location

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## Legend

- Roundabout Points
- North Lincolnshire Boundary

