

APPLICATION NO	PA/2017/765
APPLICANT	Mr Steve Green, Community Partners Ltd
DEVELOPMENT	Advertisement consent to display signs on roundabouts to include the following locations:- A15/A1077 Ferriby Road Barton Interchange, A1077 Ferriby Road/Forkdale RAB, A15/M180 Elsham, Barrow Road RAB/New Holland, B1216 Ferry Road West/Neap House RAB Flixborough, Maltkiln Road Waters Edge, Bowmandale/Millfields, Schipol Way/Franklin Way Humberside Airport, Franklin Way/Humberside Airport Terminal, Ramsden Lane/Bloom Road, Waldo Way/Nisa Way RAB, Bloom Lane/Waldo Way/Nisa Way RAB, A18 Humberside Airport Kirmington, A18 Kings Road/Barnetby Top, A160 Humber Road/Habrough Road/Top Road Killingholme and A160 Humber Road/A1173 Manby Road Immingham
LOCATION	Various roundabouts within the eastern area of North Lincolnshire
PARISH	South Killingholme, Elsham, Barton upon Humber, New Holland, Flixborough, Melton Ross, Brigg, Barnetby le Wold and Kirmington
WARD	Brigg and Wolds, Ferry, Burton upon Stather and Winterton, and Barton
CASE OFFICER	Scott Jackson
SUMMARY RECOMMENDATION	Grant consent subject to conditions
REASONS FOR REFERENCE TO COMMITTEE	Objections by Barton-upon-Humber Town Council, Brigg Town Council, Elsham Parish Council and New Holland 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.

Conservation Officer: Objects to the proposals for the Brigg roundabout. The war memorial is listed and the signs will have a negative impact on its setting and significance. Adverts will draw the eye away from the memorial diminishing its importance. A key part of its special interest is its communal significance and adverts in this location will not be appropriate due to its status as a war memorial. It does not comply with the heritage legislation. Recommends that the signs on this roundabout are removed from the application, in which case would have no objection.

Barton Civic Society: Objects in principle to the proliferation of signs on roundabouts throughout the area as they are a potential distraction to road users and result in unnecessary clutter in the street scene.

PARISH/TOWN COUNCILS

Elsham Parish Council: Objects on the grounds that the erection of advertisements on the A18/M180 roundabout results in clutter and a review of existing signage should be undertaken.

New Holland Parish Council: Objects to the signage on the Barrow Road/Lincoln Castle Way roundabout as it is not in keeping with the rural quality that the parish council are seeking to create.

Brigg Town Council: Objects on the grounds that the monument (war memorial) is a listed building and it is both inappropriate and disrespectful to advertise at a location where people remember those who have served in the war.

Barton Town Council: Objects on grounds of road safety concerns and visibility.

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 various roundabouts located within the eastern area of North Lincolnshire. The works are proposed on 16 roundabouts as the applicant has now removed the proposals for the A18 Monument roundabout in Brigg. 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; it is therefore considered that the signage will not impede highway visibility in this case.

In addition, the signs are a maximum width of 1.2 metres. At this width the signs are not considered to result in proliferation or clutter within the street scene or on the roundabouts themselves. In the case of New Holland it is considered that neither the approach roads nor the roundabout itself contributes towards the rural aesthetic that the parish council is seeking to achieve; rather they are considered to constitute necessary highway infrastructure. Therefore the introduction of signage onto this roundabout is not considered to result in an alien or discordant feature in the street scene or in the landscape.

There are no authorised signs at the location identified by Elsham Parish Council. The proliferation of other signage (whether authorised or not) within the street scene is a matter for either highways or planning enforcement to investigate separately. It should be noted that the applicant has removed the proposal for signage to be erected on the roundabout located at the Monument in Brigg; therefore this element of the proposals and its potential impact on the character, setting and appearance of the listed war memorial, and the issue raised in respect of the emotive nature surrounding the significance of this heritage asset, will not be assessed 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: Specification Sheet, and NL02, NL03, NL09, NL19, NL21, NL28, NL29, NL33 NL34, NL46, NL47, NL48, NL53, NL54, NL58 and NL59.

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.

