

**APPLICATION NO** PA/2017/1284

**APPLICANT** Co-Op Food, Food Programme Delivery Orchid Group

**DEVELOPMENT** Advertisement consent to display six signs

**LOCATION** The Brocklesby Ox, High Street, Ulceby, DN39 6TG

**PARISH** Ulceby

**WARD** Ferry

**CASE OFFICER** Leanne Pogson-Wray

**SUMMARY RECOMMENDATION** **Grant consent subject to conditions**

**REASONS FOR REFERENCE TO COMMITTEE** Officer discretion – significant public interest

## **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 subject to a condition that no signage, including any foundations, shall be erected within the limits of the adopted highway.

## **PARISH COUNCIL**

No objections.

## **PUBLICITY**

A site notice has been posted. Fifteen letters of objection have been received raising the following material issues:

- out of character with the area
- sign F (totem sign) would have an adverse effect on the visual amenity of the area as a whole and would impact on the scale and character of the building

- an unneighbourly form of development
- overbearing impact/incongruous
- inappropriate and unsympathetic to the area
- would be a distraction for drivers/highway safety
- the totem would have an impact on the nearby residential dwelling

One letter of support has also been received stating that the signs look smart.

## **ASSESSMENT**

The application property is a Co-op store which is currently under construction. It is on the site of the former Brocklesby Ox public house in Ulceby on the corner of High Street and Church Lane. This application seeks advertisement consent for various signs both on the building and a free-standing totem sign to the front of the site close to the junction. This totem sign would be internally illuminated and would measure 4.1 metres high and 1.06 metres wide. This is a common Co-op sign which is present around many stores within North Lincolnshire.

**The main issues in determining this application are whether the proposed signage would have an adverse impact on the character of the area, on the amenity of neighbouring properties or on highway safety.**

A number of objections have been received which primarily relate to sign F, which is the free-standing totem sign proposed to the front of the site. This sign is a dark grey aluminium sign with the Co-op logo and lettering. The sign would be internally illuminated. Whilst the sign is proposed to be located close to the boundary of the site, close to the junction, it is not considered to be excessive in size or intrusive in terms of design.

Highways raised initial concerns regarding the siting of the totem sign and the proximity to the adopted highway. The applicant has confirmed that the sign will not be within the limits of the highway and a condition is proposed to ensure that no part of the sign will be within highway limits. Highways raise no objections to the proposal in respect of highway safety.

Concerns have been raised in respect of the appearance of the sign in respect of the character of the area and the proposal being an unneighbourly form of development. This style and size of sign is seen at Co-op stores around North Lincolnshire and is similar to signs seen at petrol stations, supermarkets and public houses within urban areas. There are no residential dwellings within the immediate vicinity of the proposed signage and it is not considered that the proposal would lead to an adverse impact on the amenity of neighbouring properties.

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

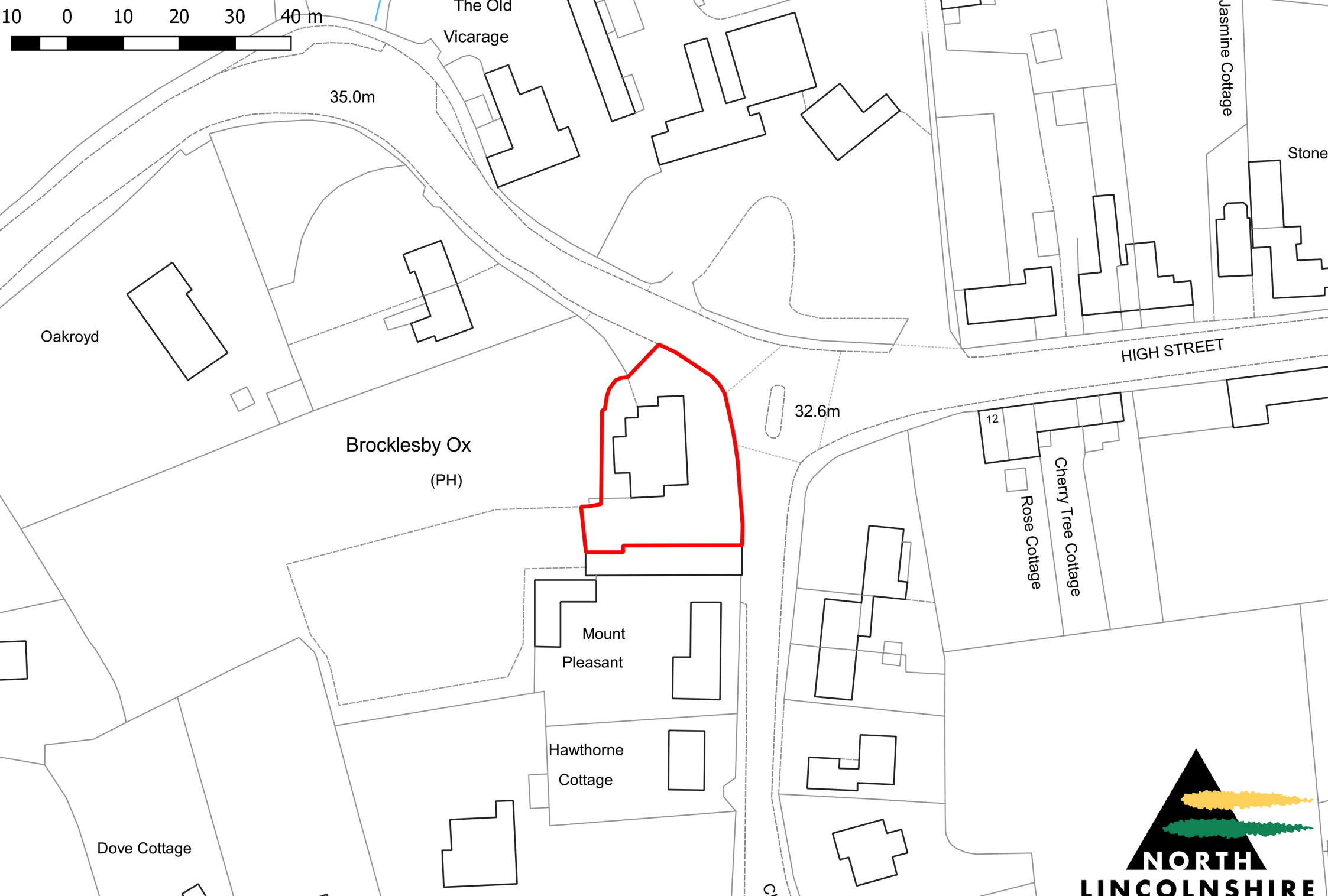
1. No signage, including any footings, shall be erected within the limits of the adopted highway.

### Reason

In the interests of highway safety and to comply with policy T19 of the North Lincolnshire Local Plan.

### **Informative**

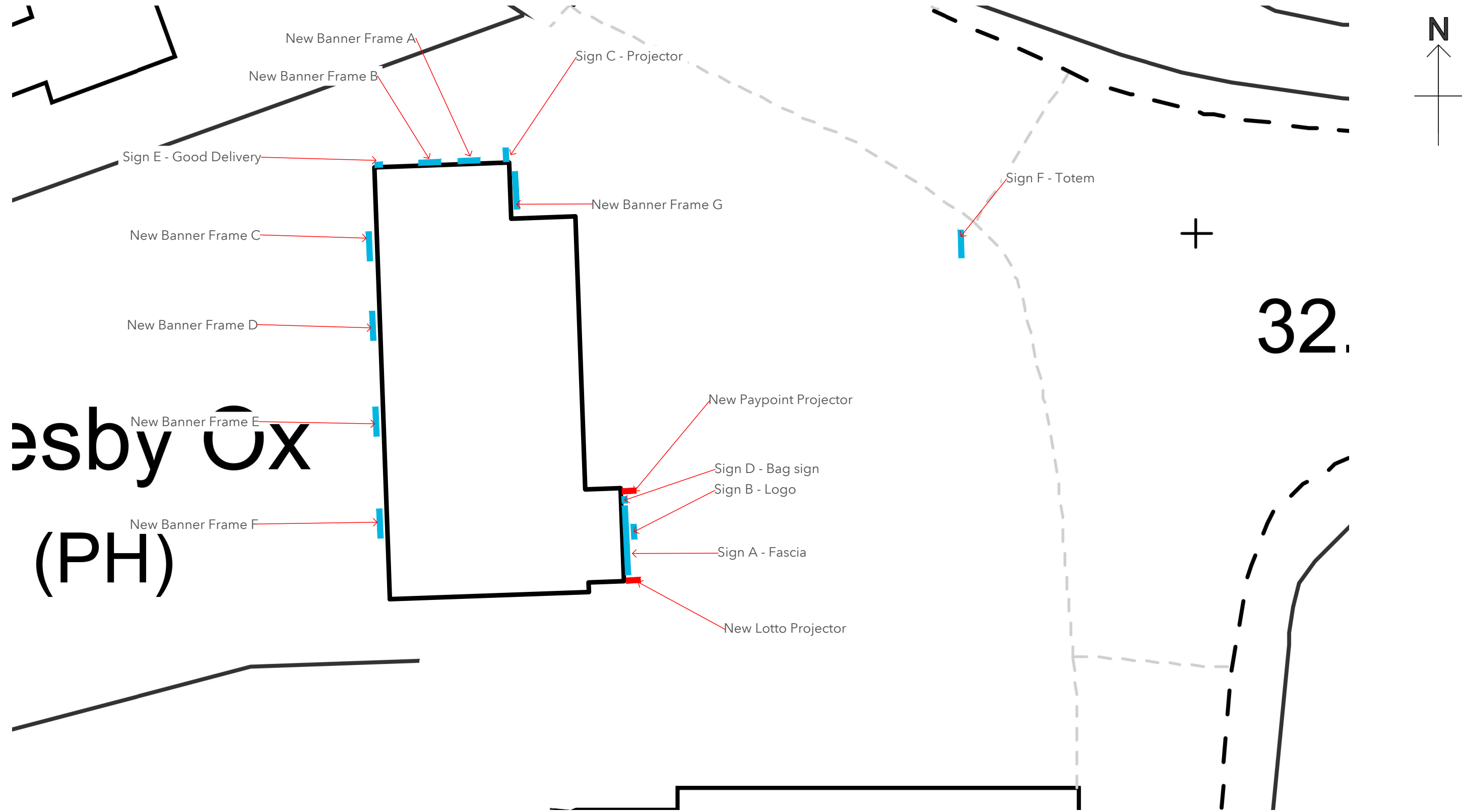
In determining this application, the council, as local planning authority, has taken account of the guidance in paragraphs 186 and 187 of the National Planning Policy Framework in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the area.



**PA/2017/1284**

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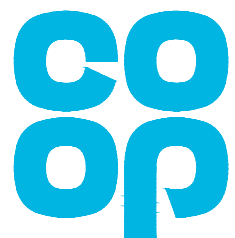


PA/2017/1284 - Block plan - Not to scale

Key

Co-op signs █

3rd Party signs █



Site plan - Scale 1:200@A3

Store Name: Ulceby, High Street  
 Store No: BAU.DN39 6UL  
 Futurama W.O: 127350  
 Store Type: Everyday Convenience - Mainstream  
 Programme: BAU - ACQ & NB  
 CAD reference: P1-F7-M0

Address: The Brocklesby Ox PH High Street Ulceby, DN39 6UL

Revision: D1 - KP  
 Original Scheme: FG

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