

<b>APPLICATION NO</b>	<b>PA/2017/1949</b>
<b>APPLICANT</b>	Elsham Aggregates
<b>DEVELOPMENT</b>	Advertisement consent to retain a non-illuminated post-mounted sign
<b>LOCATION</b>	Land opposite communication station, Wootton Road, Elsham
<b>PARISH</b>	Elsham
<b>WARD</b>	Brigg and Wolds
<b>CASE OFFICER</b>	Leanne Pogson-Wray
<b>SUMMARY RECOMMENDATION</b>	<b>Grant consent</b>
<b>REASONS FOR REFERENCE TO COMMITTEE</b>	Objection by Elsham 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 comments or objections.

## **PARISH COUNCIL**

Objects to the proposal on the following grounds:

- The current planning application does not permit access to the public using this entrance.
- The current application does not allow any other activity on a Saturday other than maintenance. The sign advertises trading aggregates on a Saturday and therefore the signage needs changing as planning conditions do not permit this.

## **PUBLICITY**

A site notice has been posted outside the site. No comments have been received.

## **ASSESSMENT**

This planning application seeks to retain one non-illuminated pole-mounted sign at the rear entrance to the Elsham Aggregates site. The sign has a black background with white/grey lettering. The sign is set back from the road and angled at approximately 45 degrees between the main road and the access track to the site.

**The main issues in determining this application are whether the advertisement creates a hazard to public safety and whether the construction materials and colour of the advertisement are sympathetic to the locality.**

The base of the sign is 1.7 metres above the original ground level although the poles are within an existing soil bund, the bottom of the sign being 0.9 metres above the top of the bund. The sign is 1.65 metres high and 1.5 metres wide. The sign is constructed from aluminium and is not illuminated. The advert states the name of the company with telephone number and opening times. The parish council has objected to the application on the grounds that the sign states that the site is open on a Saturday. The applicant has verbally confirmed that the Saturday times will be removed from the sign. Notwithstanding this, the wording on the signage is not a material planning consideration and policy DS18 does not allow for consideration of what is written on an advertisement.

The parish council has also objected to the proposal on the grounds that the public do not have access to the site from this entrance. This is not the case and the site does have authorised access via this entrance. Additionally it should be noted that, regardless of whether this access has planning permission for public access, as the sign does not create a hazard to public safety and Highways raise no objections to the sign, objections on this ground cannot be substantiated.

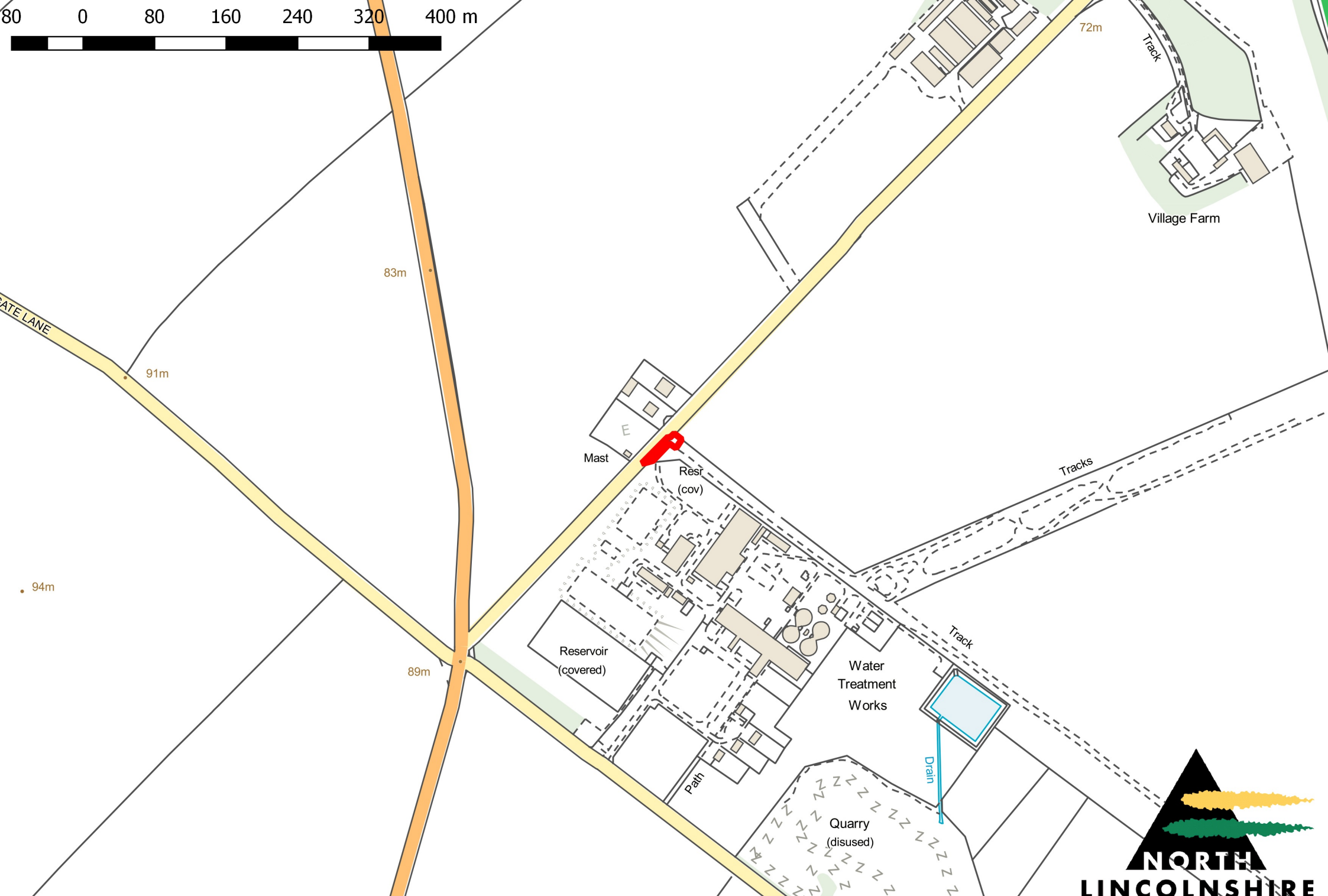
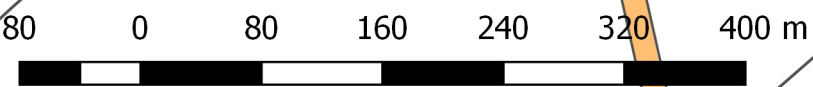
The council's enforcement team are looking into the operating hours of the site and general operations to ensure that the site is operating in accordance with what is permitted under the authorised planning permissions.

The sign is not considered to be out of keeping with the locality and is not considered to have an adverse impact on the character and appearance of the area. The advertisement is considered to comply with the policies outlined above and is therefore considered acceptable.

**RECOMMENDATION      Grant consent.**

### **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.



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