

**APPLICATION NO** PA/2023/1339

**APPLICANT** Mohan Palanisamy, Samy Ltd

**DEVELOPMENT** Advertisement consent for one externally illuminated fascia sign and window vinyls

**LOCATION** 9 High Street, Kirton in Lindsey, DN21 4LZ

**PARISH** KIRTON IN LINDSEY

**WARD** Ridge

**CASE OFFICER** Matthew Gillyon

**SUMMARY RECOMMENDATION** Approve with conditions

**REASONS FOR REFERENCE TO COMMITTEE** Objection by Kirton in Lindsey Town Council

**POLICIES**

**National Planning Policy Framework:**

12 Achieving well-designed and beautiful places

16 Conserving and enhancing the historic environment

**North Lincolnshire Local Plan:**

H5 New housing development

HE2 Development in conservation areas

HE4 Shopfronts, advertisements, canopies and blinds in conservation areas

DS1 General requirements

**North Lincolnshire Core Strategy:**

CS1 Spatial strategy for North Lincolnshire

CS2 Delivering more sustainable development

CS3 Development limits

CS5 Delivering quality design in North Lincolnshire

CS6 Historic environment

## **Housing and Employment Land Allocations Development Plan:**

PS1 Presumption in favour of sustainable development

Settlement Inset Map 27 – Kirton in Lindsey

**New North Lincolnshire Local Plan Submission:** The new North Lincolnshire Local Plan was submitted for public examination to the Planning Inspectorate on 11 November 2022. Examination of the Plan has therefore commenced, although public hearing sessions are not anticipated until late 2024.

The Submitted North Lincolnshire Local Plan can be given some weight as a material planning consideration in the determination of planning applications. The relevant policies concerning this application are:

SS1 Presumption in favour of sustainable development

SS2 A spatial strategy for North Lincolnshire

SS3 Development principles

SS11 Development limits

HE1 Conserving and enhancing the historic environment

DM1 General requirements

## **CONSULTATIONS**

**Highways:** No objections or comments.

**LLFA Drainage:** No objections or comments.

**Environmental Protection:** No comments.

**Conservation:** The revision shown on the plan indicates the use of external illumination using a series of projecting lamps, retaining the aluminium fascia and removing the external facing vinyl. The change to vinyl gives a uniform appearance to the building façade and the use of external illumination is the preferred option in conservation areas. The large aluminium fascia will still remain a negative feature of the conservation area; however, a sign of similar appearance has been on this building for some time and as such it can be said the proposal is neutral by comparison, being no worse, nor better, than that.

## **TOWN COUNCIL**

Objects to this application as it directly contravenes local planning policies HE2 and HE4 due to the detraction from important existing spaces and views, and detrimental effects on the architectural and historic quality of the conservation area. The signage is of poor appearance and the internal illumination inappropriate for the location, making a building of no architectural merit worse. The building is now at odds with the grade II listed town hall and other buildings in the Market Place.

It is further noted that the signage on the store has been inappropriate for many years, and although the revised application for lighting the signage is more in keeping with other

commercial premises in the Market Place, would welcome the opportunity to be taken by the applicant to make the signage itself more in keeping with the conservation area and the vista of the grade II listed town hall which is immediately adjacent.

## **PUBLICITY**

A site notice has been displayed and two comments have been received.

One comment considers the signage in its current size and colour will impact the conservation area, and questions whether the signage really needs to include advertising for Costa and Morrisons at all as the window clearly gives enough signage space.

The other comment raises the point that, with the signage already installed, should the application type be retrospective, and objects to the design and colour of the sign which should be revised to be more respectful of the conservation area and Market Place.

## **ASSESSMENT**

### **Planning history**

PA/2005/0718: Planning permission to install an external ATM cash machine with illuminated advertising – approved with conditions 15/06/2005

PA/2005/0061: Planning permission to install an ATM cash machine – approved with conditions 02/03/2005

PA/2006/1217: Advertisement consent to display timber fascia sign with hidden overhead trough light – refused 21/09/2006

PA/2006/1726 Advertisement Consent to display an illuminated fascia sign – refused 15/12/2006

PA/2007/0284 Advertisement consent to display a non-illuminated timber fascia sign illuminated by 8 brass swan-neck lamps – approved with conditions 30/03/2007

### **Site constraints**

The site is within the development boundary of Kirton in Lindsey, within the conservation area. It is also within the setting of the town hall which is a grade II listed building and within SFRA flood zone 1.

### **The site and proposal**

Advertisement consent is sought for one externally illuminated fascia sign and window vinyls above the shop frontage for Morrisons Daily to replace the previous sign. It should be noted that the sign has been replaced with an internally illuminated sign that was part of the original plans; however, after initial comments and consultations were reviewed, an amended plan has been received changing the proposal to externally illuminated, which it was previously.

The signage will be an aluminium fascia, 9,400mm long by 930mm high. It will be externally lit by a series of projecting lamps. There will also be new internal vinyl signage in the shop front windows to a maximum of 1,100mm high coverage. The sign on the shop was changed

in February 2023 as part of its rebranding, the sign being internally illuminated as per the original plans; an amended plan has now been received with a betterment scheme that will mean the sign is externally illuminated and in keeping with other shops in the vicinity.

### **Material considerations**

This application seeks advertisement consent to erect an externally illuminated sign and window vinyls at 9 High Street, Kirton in Lindsey.

The fascia sign is on the front elevation of the shop frontage for Morrisons Daily to replace the previous sign. It will be externally lit by a series of projecting lamps and is 9,400mm long by 930mm high. There will also be new internal vinyl signage in the shop front windows to a maximum of 1,100mm high coverage.

Paragraph 141 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The assessment of this application is therefore limited to those two matters, with regard had to the development plan insofar as relevant policies are material to that assessment.

Collectively, policies DS1 and DS18 of the local plan seek to ensure good standards of design in new development and that alterations to and advertisements on shop fronts are well related to the design of the building and character of the surrounding area. Policy DM5 of the emerging local plan indicates that permission will be granted for shop fronts and signs where the design is related to the scale and appearance of the building to which the proposal relates, and the design respects the character and appearance of the location.

Policy HE4 of the current local plan relates to advertisements within a conservation area and states that their design should respect the character and appearance of the buildings and their surroundings, and should have no detrimental effects on the historic quality of the conservation area.

### **The main issues for consideration in determining this application are:**

- **visual impact on the character and form of the locality/heritage**
- **impact on amenity and highway safety.**

### **Visual impact on the character and form of the locality/heritage**

The proposed signage is on the shop front of 9 High Street. The proposal is within the Kirton in Lindsey conservation area and within the setting of the grade II listed building, Town Hall.

The parish council has objected to the proposal commenting that the signage on the store has been inappropriate for many years, and although the lighting shown in the revised application is more in keeping with other commercial premises in the Market Place, they would welcome the opportunity to be taken by the applicant to make the signage itself more in keeping with the conservation area and the vista of the grade II listed town hall which is immediately adjacent.

The conservation officer has commented on the proposed new signage, stating that the change to vinyl gives a uniform appearance to the building façade and the use of external illumination is the preferred option in conservation areas. The large aluminium fascia will still remain a negative feature of the conservation area; however, a sign of similar appearance

has been on this building for some time and as such it can only be said the proposal is neutral by comparison, being no worse, nor better, than that.

A similar sign was granted permission in 2007 and had remained on the building until the new Morrisons Daily sign was erected. The site is also within the setting of the grade II listed building, the Town Hall, which still dominates the High Street, the proposed site for the signage being only single-storey. There is also a mix of different signage on retail properties in the area, the amended design reflecting the area and being externally illuminated.

It is considered that the proposed new signage is in keeping with the building itself and character of the area, and will not affect the setting of the listed building, the surrounding area being almost entirely commercial/retail in character.

### **Impact on amenity and highway safety**

There are no objections from the highway authority. The proposed externally-illuminated signage has led to two comments on the application: one questioning whether the sign needs to be so large, and whether the window vinyl is sufficient to not create an adverse impact on the conservation area; the other relating to whether the application should be 'retrospective' and redesigned to be more in keeping with the conservation area.

The previous signage on the building was similar in appearance and these comments were made prior to the amended plan being received showing the sign to be externally illuminated rather than internally. The amended plan is considered to be a neutral change, much more in keeping with the character of the area and other local businesses. In respect of whether this should be a retrospective application, it is acknowledged that the sign had already been changed; however, that was in its previous form and not in the amended form that has since been submitted. The proposed signage would not prejudice public safety and is acceptable in accordance with policies DS1, DS18 and T2 of the North Lincolnshire Local Plan.

### **Conclusion**

The resultant impact on the overall character of the building would be negligible in this context, with a similar sign being in situ for many years and no concerns over potential impacts on road safety for all users. The proposed signage would not prejudice public safety and is considered acceptable in accordance with the aims of policies HE4, DS1 and DS18 of the local plan, and CS5 of the Core Strategy, as well as the NPPF. It is therefore recommended that the application be approved subject to conditions and granting express consent for the advertisement for a five-year period.

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

1.

The advertisements hereby consented shall be carried out in accordance with the following approved plans: Elevations Existing and Proposed Drawing No. 23016\_A(GA)PR\_305 Rev A.

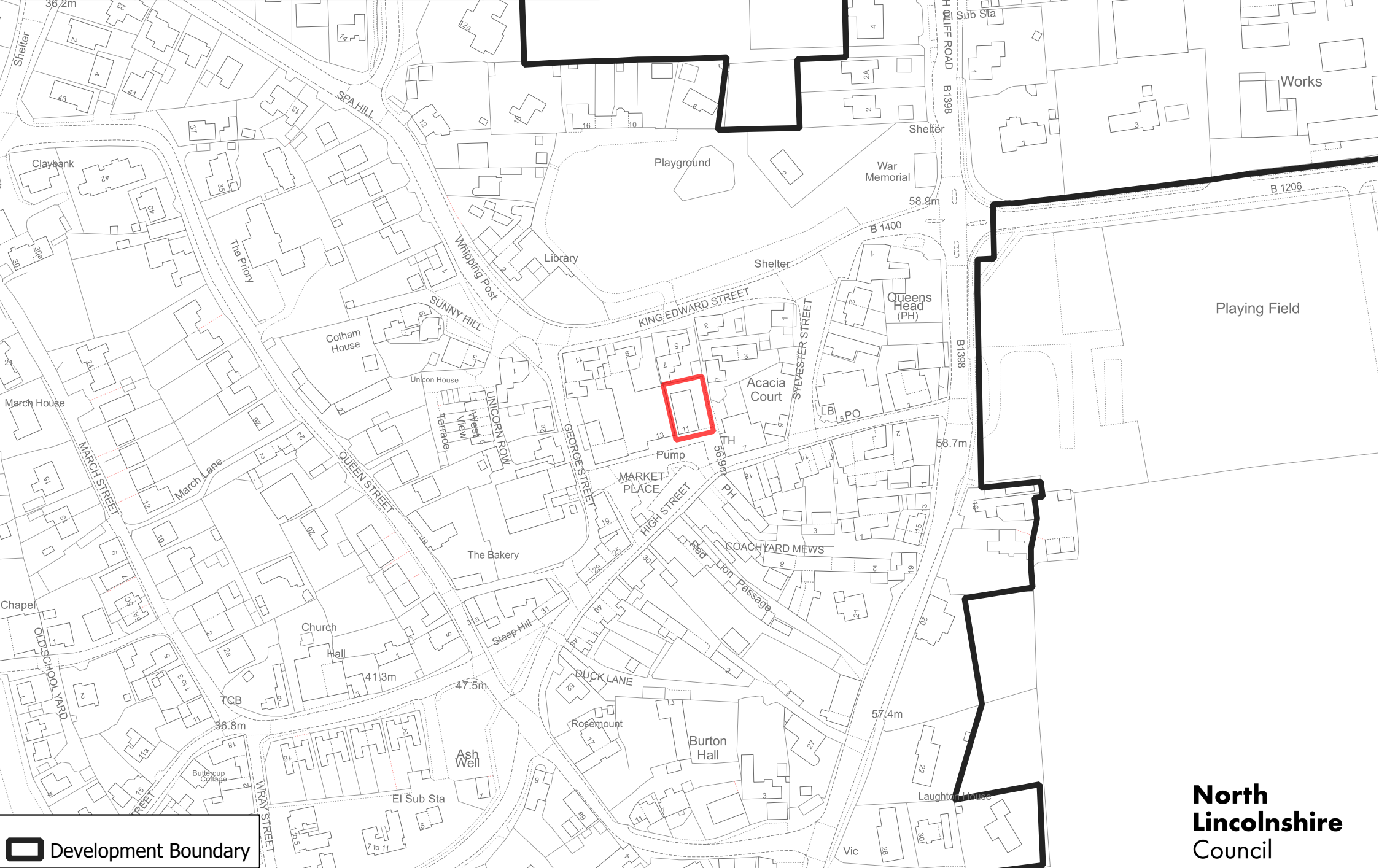
Reason

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

## **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.

0 50 100 150 200 250 m



Development Boundary

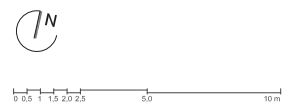
PA/2023/1339

North  
Lincolnshire  
Council

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# PA/2023/1339 Existing and proposed elevations (not to scale)

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01 - High Street Elevation - existing

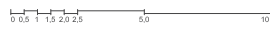


03 - High Street Elevation - existing - google maps

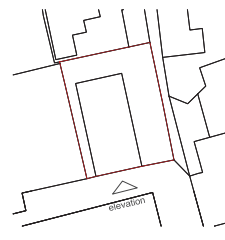


02 - High Street Elevation - proposed

REV	DATE	DESCRIPTION	BY	CHKD
1	20/12/2023	Initial Design	JD	MD
2	20/05/2024	Final Design	GH	MD



**AMENDED**



Key Plan 1:500@A1

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TYPE OF PROJECT  
**PLANNING**

CLIENT  
Kirston Lindsey  
11 High Street - signage

TITLE  
The Elevations - existing and proposed

PROJECT NO. / DRAWING NO.  
23016\_A(GA)PR\_305

SCALE BAR  
1:100  
A