

<b>APPLICATION NO</b>	<b>PA/2019/609</b>
<b>APPLICANT</b>	Mr Mohamed Tayab, Eurogarages
<b>DEVELOPMENT</b>	Advertisement consent for 16 internally illuminated fascia signs, 11 internally illuminated other signs and three non-illuminated other signs
<b>LOCATION</b>	Site of new petrol station, Ferriby Road, Barton upon Humber
<b>PARISH</b>	Barton upon Humber
<b>WARD</b>	Barton
<b>CASE OFFICER</b>	Scott Jackson
<b>SUMMARY RECOMMENDATION</b>	<b>Grant consent</b>
<b>REASONS FOR REFERENCE TO COMMITTEE</b>	Member 'call in' (Cllr Paul Vickers – significant public interest) Objection by Barton upon Humber Town Council

## **POLICIES**

**National Planning Policy Framework:** Section 12 applies.

**North Lincolnshire Local Plan:** Policies DS1, DS12 and DS18 apply.

**North Lincolnshire Core Strategy:** Policy CS5 applies.

## **CONSULTATIONS**

**Highways:** No comment or objections.

**Environmental Health:** Concern over the position and height of the totem sign and the potential for loss of amenity to the properties on Wilderspin Heights, 50m from the signage. No information has been submitted to demonstrate whether the lighting to the totem sign will have a negative impact on residential amenity and this could be exacerbated by it being illuminated 24 hours a day. Unless the applicant can submit information to demonstrate there will be no adverse impact on residential amenity this department recommends refusal of the application.

**Highways England:** No objection.

**Barton Civic Society:** Object on the grounds the totem sign is visually intrusive due to its unnecessary height and it should be reduced.

## **TOWN COUNCIL**

Object on the following grounds:

- the height and illuminance of the lighting needs to be reduced

- it impacts negatively on residential amenity
- the garage occupies an elevated position in relation to the Lidl foodstore and therefore the number of signs and brightness of the lighting needs to be reduced
- cumulative impact from the Lidl and totem signs adjacent to the site entrance.

## **PUBLICITY**

A site notice has been displayed. Sixteen letters of objection (a number of which are from the same objectors) have been received raising the following issues:

- it will create a halo of light pollution over a wide area
- Environmental Health is investigating issues associated with the existing Lidl signage
- light and noise pollution
- the orientation and height of the totem sign in relation to dwellings on Wilderspin Heights
- out of keeping on an important entrance into the town
- it should be externally illuminated
- restricted hours of illumination should be considered
- illuminated signage is excessive and out of keeping
- impact on residential amenity and sleep patterns
- no requirement for signage on the north-eastern elevation of the building.

## **ASSESSMENT**

This application was deferred at a previous meeting of the planning committee to allow members to visit the site before making a decision.

The application site comprises a petrol filling station with associated shop, food outlets (within the shop) and car parking. It is located to the south of the A1077, to the east of the A15, to the west of the Lidl foodstore and to the north-east of a Starbucks drive-through coffee shop. The petrol station is located on the western side of Barton upon Humber on the main western approach road and is sited within the defined settlement boundary with residential properties to the north and east of the site. Advertisement consent is sought to display a number of internally illuminated signs on the faces of the petrol station building and on a totem sign at the entrance to the site.

**The main issues in the determination of this planning application are whether the proposed signage is out of keeping with the character and appearance of the area and impact on residential amenity.**

## Street scene

It is accepted this is a visually prominent site as you enter Barton upon Humber in a westerly direction from the A1077 and A15 respectively. It is occupied by a Lidl foodstore, a petrol filling station and a drive-through coffee shop, facilities which are typically located on main access roads on the edge of settlements. The most visually prominent element of the proposals is the totem sign which is located at the entrance to the site, at the point where the access road meets the roundabout on the A1077. The amended plans show this sign to be 10m in height and orientated with its signage facing north-west and south-east, which results in it facing the roundabout and towards the Lidl car park. It is worth noting that this totem sign has been in situ for approximately 18 months and it is only the signage element (i.e. the company names) which are illuminated within the context of the totem itself. In addition, the source of illumination is static and internally fitted, which ensures the totem sign does not form a strident or visually distracting form of advertisement within the street scene.

The height and location of the totem sign are noted. However, this totem sign is viewed in conjunction with existing totem signs in close proximity, and which advertise the petrol station operator and the Lidl food store respectively. Given there are existing signs with significant vertical emphasis, it is considered the retention of the totem sign is acceptable in visual amenity terms and not out of keeping with the character and appearance of the street scene. It is also worth taking into account the location in which the petrol station and its signage sits in relation to Barton upon Humber and the immediate proximity to the A15 and the A1077. This is an edge of settlement location on a main highway thoroughfare, where petrol stations and other highway-related services are normally located, along with the totem signage associated with them. This occurs at locations across the UK where petrol stations with extended service offerings have advertisements in the form of totem signs to display the range of services on offer.

It is also proposed to display internally illuminated signs on the petrol station shop itself; these total nine on the building, together with a smaller totem which is located immediately to the west of the main elevation and is internally illuminated. The signage on the various elevations of the petrol station building is considered proportionate to the size of the buildings on which it is located, where it doesn't result in a visually dominant form of advertisement. The totem sign is viewed against the built backdrop of the petrol station building and its canopy and therefore is not considered to result in a visually prominent form of development/-advertisement within the street scene.

In addition to this signage, it is proposed to display a number of signs (already in situ) to the drive-through coffee shop to the south; this unit is occupied by Starbucks and the majority of the signage is proposed to the front and rear of the building. As this is a drive-through facility, a number of additional signs are anticipated in that regard and the extent and scale of advertisements are considered proportionate to the size of the building to which they directly relate. The most visually prominent adverts consist of an internally illuminated Starbucks fascia sign along the western elevation of the building and two internally lit rounded signs which are positioned facing east and west either side of a central pillar which projects above the coffee shop. None of these signs are considered to be visually obtrusive in their scale, colour or form of illumination and the advertisements do not create a hazard to public safety or result in the elevations of the coffee shop appearing cluttered or visually distracting. The signage is therefore considered to comply with policy DS18 of the North Lincolnshire Local Plan.

## **Residential amenity**

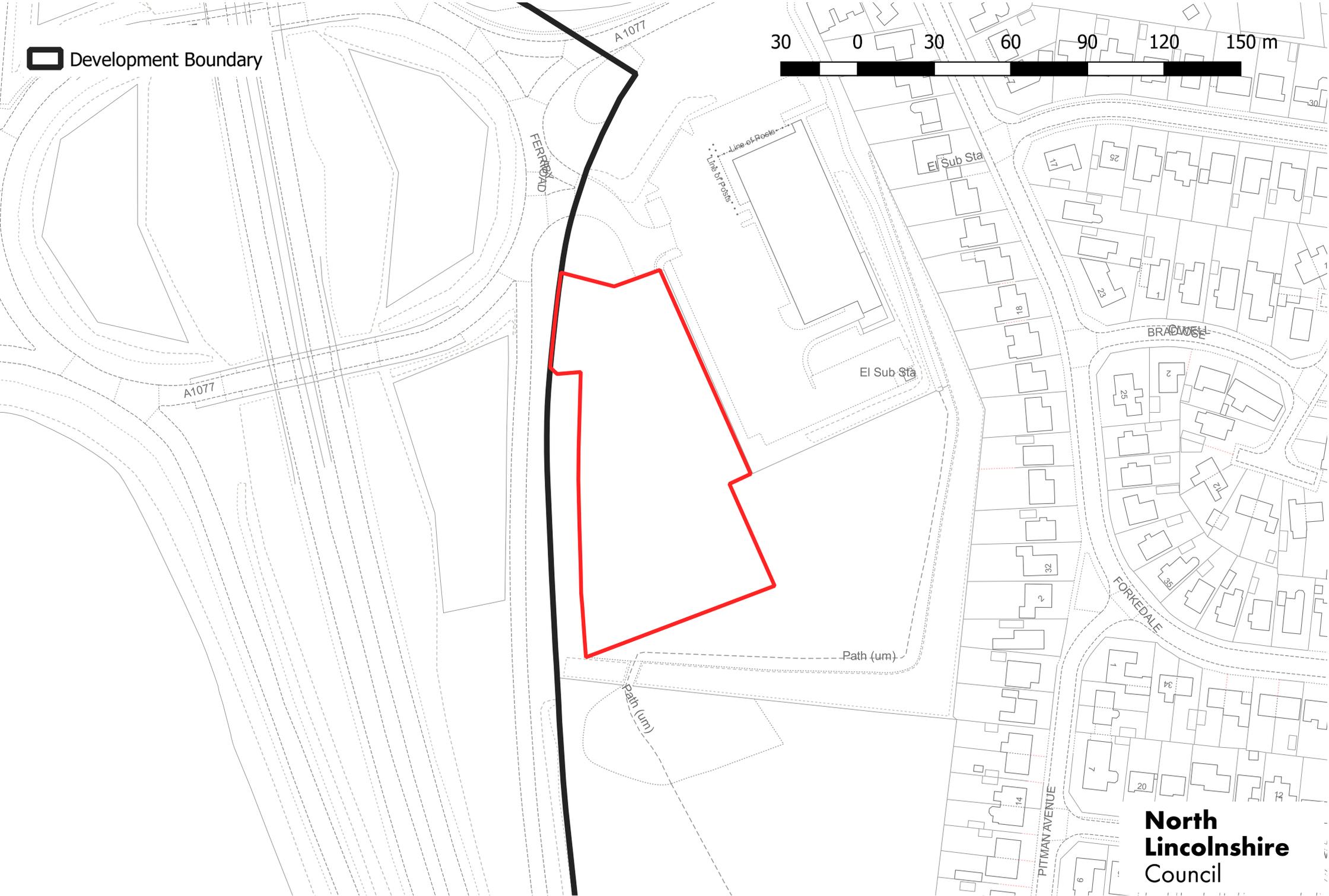
A number of objections have been received on the basis of loss of amenity through light spill, the height of the totem, its hours of illumination and its siting to the front of the petrol station (to the north). It should be noted all of the objections from nearby residents, in addition to those received from Barton Town Council and Barton Civic Society, were received prior to the plans being amended and the orientation of the totem sign being altered so that it now faces a north-west/south-east axis. In addition, a plan has been received showing the extent and level of illuminance to the signage within the totem and this shows only the company names within the sign to be illuminated. As noted above, the totem sign has now been in situ for approximately 18 months and its level of illumination and orientation are such that it doesn't project towards residential properties on Wilderspin Heights to the north. On this basis, therefore, it is considered that its retention will not result in loss of residential amenity through light or other disturbance. In addition, the level, type and extent of illuminance within the totem sign is considered acceptable and doesn't result in a strident or distracting feature in the street scene. Given the petrol station is open 24 hours and the sign no longer projects towards residential properties (thus negating issues relating to light pollution and spill), it is considered neither reasonable nor necessary to recommend a condition restricting the hours of illumination in this case. The application is therefore recommended for approval.

**RECOMMENDATION      Grant consent.**

### **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.

 Development Boundary

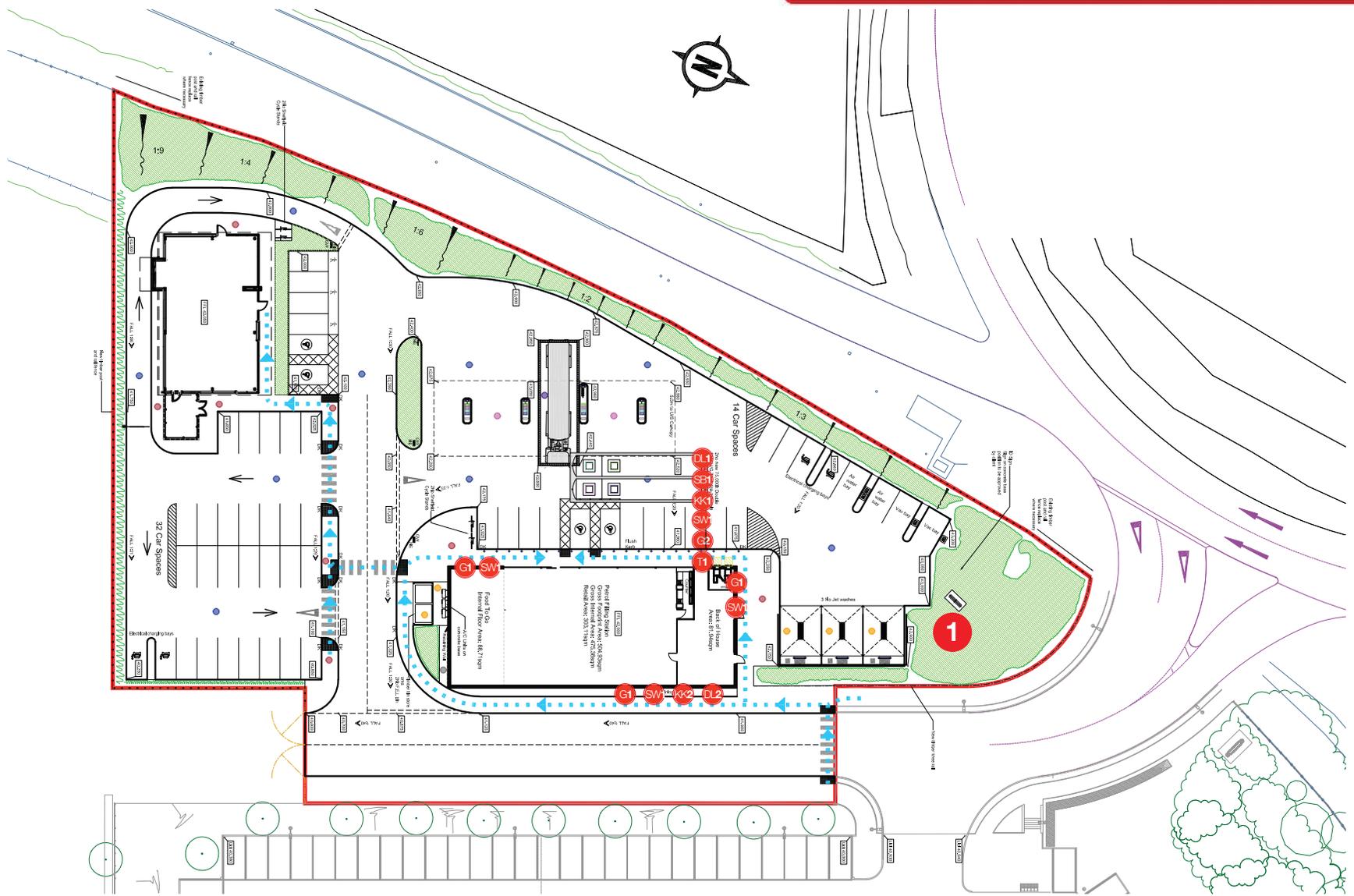


**North  
Lincolnshire  
Council**

# PA/2019/609 Site layout (not to scale)

# AMENDED

FULL SITE PLAN - Barton - Upon - Humber



Scale 1:500

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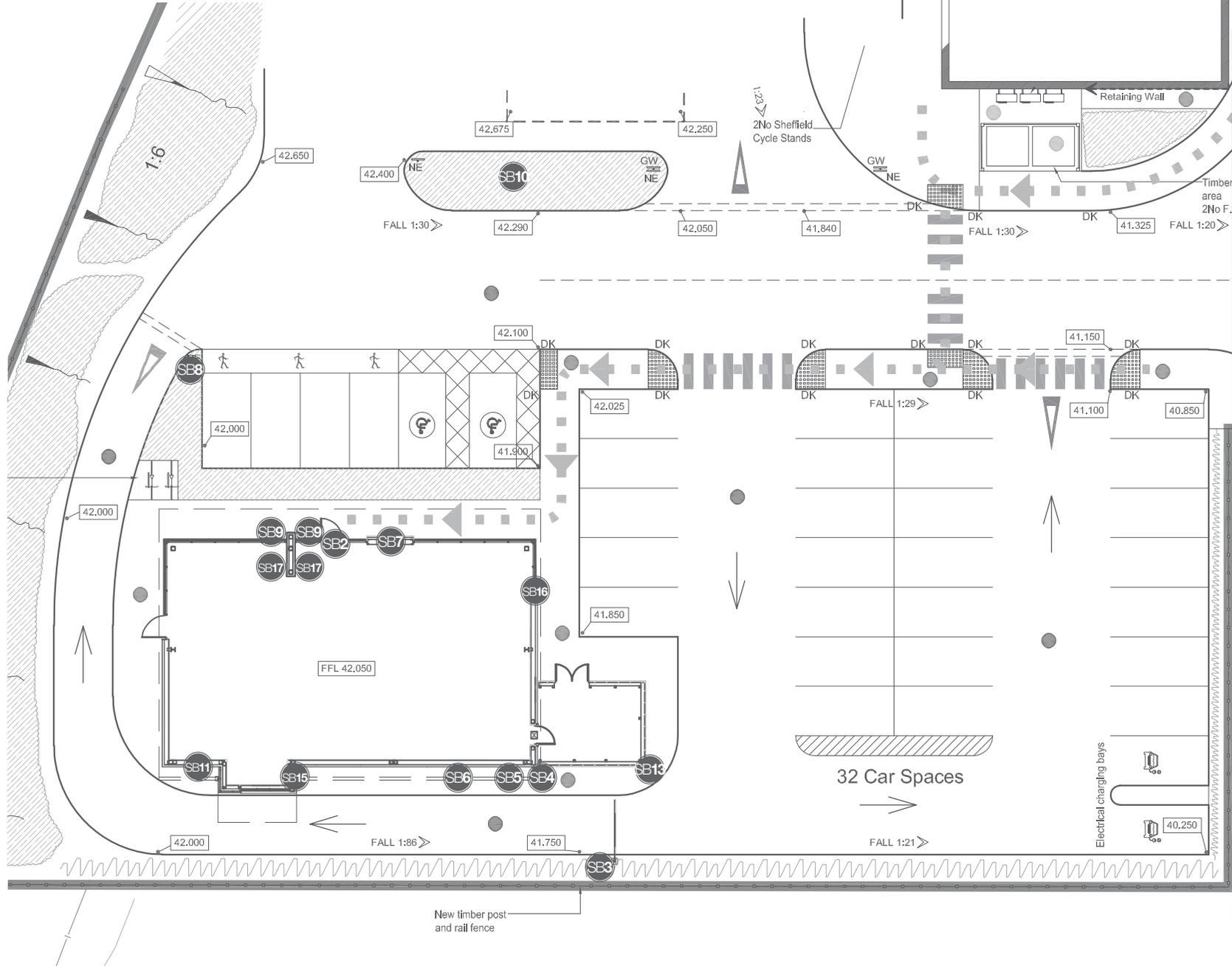
**Client:** Euro Garages  
**Address:** Ferriby Road,  
 Barton-Upon-Humber,  
 DN18 5LE

**Drawing no:** 19-082  
**Job location:** Jobs/Euro Garages/Sites/Barton-upon-Humber  
**Drawn by:** DW      **Rev:** 5      **Date:** 31/07/19

- Revision notes:**
- 0) Initial issue
  - 1) Vape company revised to Dinner Lady  
 Krispy Kreme added to totem  
 Coming soon vinyls to Krispy Kreme
  - 2) Requested changes
  - 3) New Vape Store logo added
  - 4) Subway removed
  - 5) Totem rotated

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# PA/2019/609 Starbucks layout (not to scale)



### Key

- 1** 1 Off, 12m EG Totem
- SB2** 305mm Wordmark **STARBUCKS**
- SB3** Clearance Bar
- SB4** Preview Menu Board
- SB5** Speaker Canopy
- SB6** 5 Panel Menu
- SB7** 1 off 1200mm Single sided Siren Roundels
- SB8** No Entry/ Thank You Directional
- SB9** 2 off 1500mm Single sided Siren Roundels
- SB10** Banner frame
- SB11** Wall mounted directional
- SB12** Window manifestations
- SB13** Drive Thru Directional
- SB14** Solar Film
- SB15** Frosted Vinyl
- SB16** 355mm Wordmark **STARBUCKS**
- SB17** Wall mounted directional

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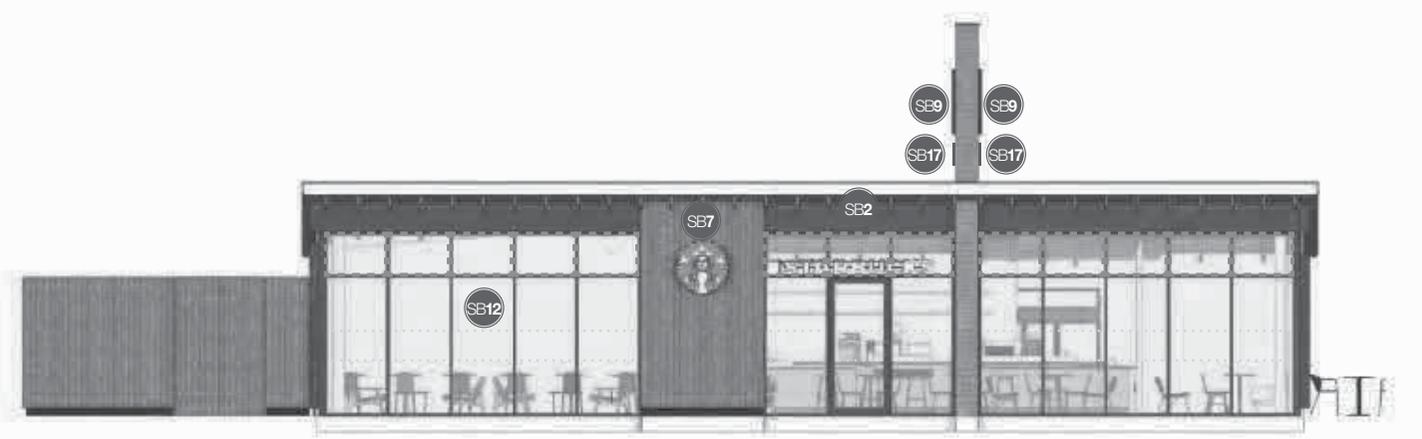
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Client: Euro Garages		Drawing no: 19-082	
Address: Ferriby Road, Barton-Upon-Humber, DN18 5LE		Job location: Jobs/Starbucks/Sites/Barton-upon-Humber	
Drawn by: DB	Rev: 0	Date: 04/03/19	

Revision notes: 0) Initial issue

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# PA/2019/609 Starbucks front and left elevations (not to scale)



FRONT ELEVATION - 1:100



LEFT ELEVATION - 1:100

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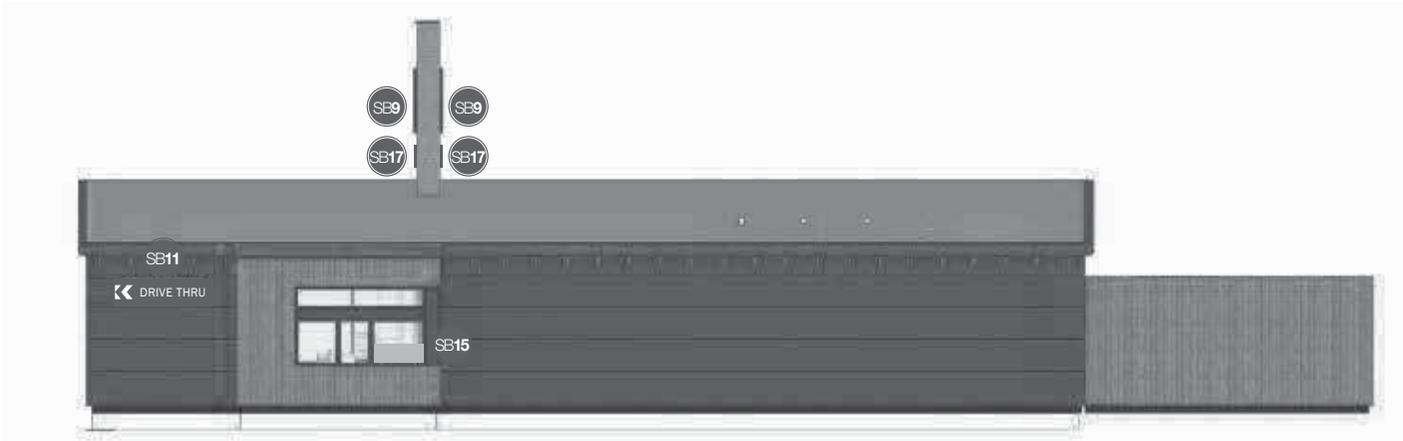
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DN18 5LE

**Drawing no:** 19-082  
**Job location:** Jobs/Starbucks/Sites/Barton-upon-Humber  
**Drawn by:** DB      **Rev:** 0      **Date:** 04/03/19

**Revision notes:** 0) Initial issue

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# PA/2019/609 Starbucks drive-thru and right elevations (not to scale)



DRIVE THRU ELEVATION - 1:100



RIGHT ELEVATION - 1:100

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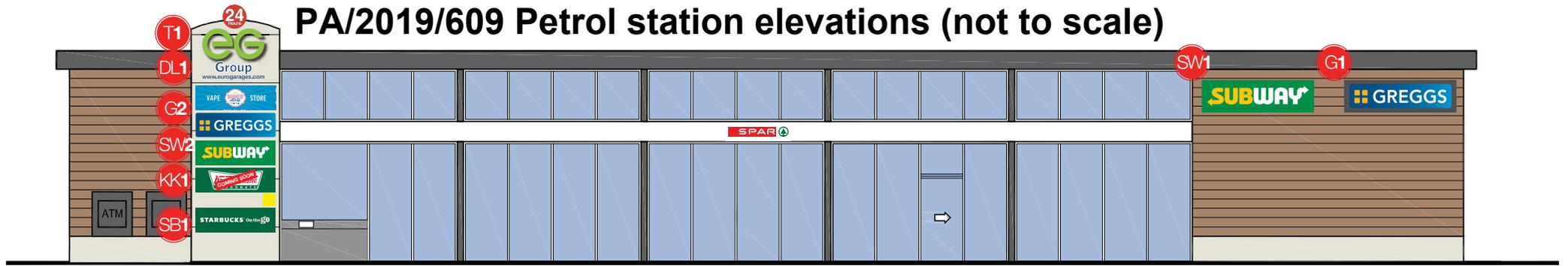
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DN18 5LE

**Drawing no:** 19-082  
**Job location:** Jobs/Starbucks/Sites/Barton-upon-Humber  
**Drawn by:** DB      **Rev:** 0      **Date:** 04/03/19

**Revision notes:** 0) Initial issue

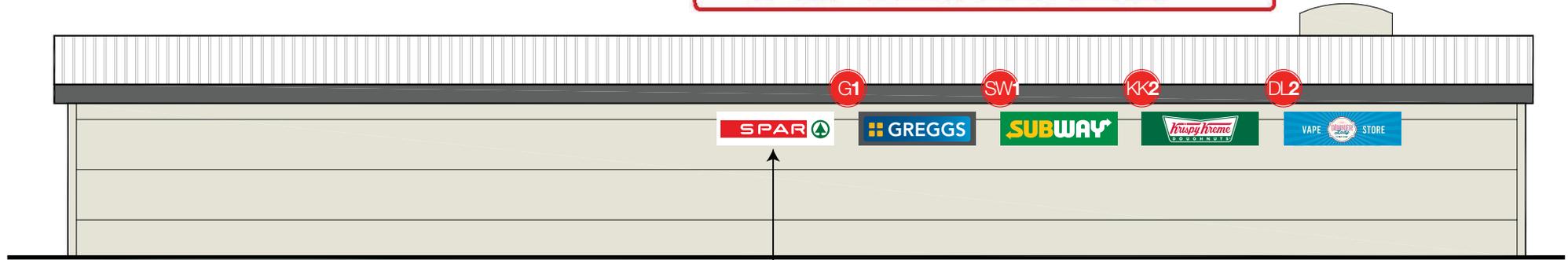
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# PA/2019/609 Petrol station elevations (not to scale)



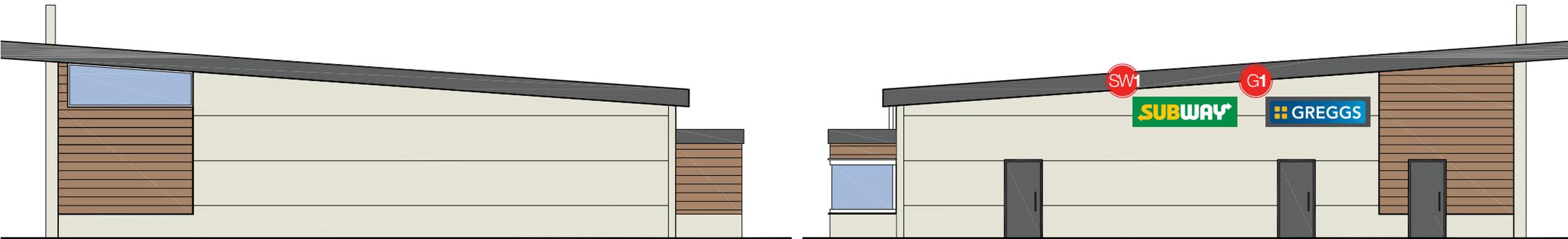
Forecourt / South West Elevation 1:100

**AMENDED**



North East Elevation 1:100

Separate planning application  
by others



South East Elevation 1:100

North West Elevation 1:100

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DN18 5LE

Drawing no: 19-082

Job location: Jobs/Euro Garages/Sites/Barton-upon-Humber

Drawn by: DW

Rev: 3

Date: 31/07/19

Revision notes: 0) Initial issue

- 1) Vape company revised to Dinner Lady  
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**AMENDED**



Non-Illuminated



Illuminated 320cdm2

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Client: Euro Garages

Address: Ferriby Road,  
Barton-Upon-Humber,  
DN18 5LE

Drawing no: 19-082

Job location: Jobs/Euro Garages/Sites/Barton-upon-Humber

Drawn by: DW

Rev: 5

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