

DELEGATED ASSESSMENT

Application no: PA/2017/1950

Proposal: Advertisement Consent to retain one fascia sign and one projecting sign

Location Sun Lee Ulceby Chippy, High Street, Ulceby, DN39 6TG

Applicant Mr Xianjin Ru

Officer: Mark Niland

POLICY DS18 (Local Plan 2003)

Paragraph 67 of the NPPF

CONSULTATIONS

Highways DC – No comments or objections to the proposal

PARISH COUNCIL- No comments received

PUBLICITY: A site notice has been displayed

LETTERS OF COMMENT: No letters of comment have been received

MATERIAL CONSIDERATIONS

The advertisement is located on the frontage of a hot food takeaway on the High Street, Ulceby well within the settlement boundary defined by the Housing and Employment Land DPD. The takeaway is located close to other services and amenities along with residential properties and is a well-established building within the area.

An assessment on advertisement consent revolves around 2 issues; public safety and amenity both visual and aural. Given the location of the proposal on the High Street, Ulceby the assessment will be assessed on its impacts to the users of the Highway as well as visual amenity impacts.

Policy DS18 of the North Lincolnshire Local Plan it states that Applications for the display of advertisements will be granted provided that:

- i) The advertisement is appropriately positioned in relation to the design of the building and is of an appropriate scale; and
- ii) The advertisement does not create a hazard to public safety; and
- iii) Advertisements are kept to the minimum to avoid clutter which would detract from the character of the building and street scene; and
- iv) Where a sign is lit the type and level of illumination is appropriate to the location; and
- v) The construction, materials and colour of the advertisement are sympathetic to the building and locality.

The applicant proposes (retrospectively) a projecting sign and a fascia sign both of which are statically illuminated. The signs are proportionate in scale and massing and typical of such a business within such a village location.

Highways DC have been consulted and have stated that they have no objection or comments to make on the proposal and it is therefore considered that there is no risk to public safety; specifically the users of the Highway.

Therefore it is considered that there are no amenity impacts relating to the proposed signage. The proposal to retain the signage is therefore in accordance with policy DS18 and paragraph 67 of the NPPF.

RECOMMENDATION: Grant permission subject to conditions.