

DELEGATED ASSESSMENT

Application no: PA/2019/1467

Proposal: Advertisement consent display mounted 'v' sign and 3 flagpoles with interchangeable flags.

Location: Humber Merchants Ltd, Parkinson Avenue, Scunthorpe, DN15 7JY

Applicant: Mr Frank Lowish, Humber Merchants Ltd

Officer: Andrew Willerton / Emma Carrington

POLICY

NPPF: Section 12

Core Strategy: CS5

HELA DPD: PS1

Local Plan: DS18

CONSULTATIONS

Highways: No objection or comments to make.

PUBLICITY

The application has been advertised by site notice for a period of not less than 21 days prior to the writing of this report.

LETTERS OF COMMENT

No letters of comment have been received.

MATERIAL CONSIDERATIONS

The application site is Humber Merchants, Parkinson Avenue, Scunthorpe. Advertisement consent is sought for the display of a mounted 'v' sign and 3 flagpoles with interchangeable flags.

The proposed signs are to be sited towards the frontage of the site with Doncaster Road and will advertise the company name and services on offer. The proposed hoarding 'V' sign is to be sited to the western end of the frontage and is to be 3m above ground level. The proposed hoarding sign measures 2.44m by 1.22m and will feature a yellow background with black text with the company name. The maximum

height of any lettering or symbol is 0.6m and the sign is not to be illuminated. The three flag poles are proposed to be sited to the east of the hoarding sign. The flags are to be 3m above ground level with the flags themselves measures 1m by 2m. The flags are to of the same colour palette as the hoarding sign and display goods and services for sale by the company. The maximum height of any lettering or symbol is to be 0.3m and the flags are not to be illuminated.

The application site is on Doncaster Road and forms a commercial area where signage is prominent. Large fascia signs are noted to exist to the terrace of properties to the south of Doncaster Road opposite to the site. Also noted are totem signs of similar height to the flagpoles serving a supermarket and petrol station in close proximity to the site. The proposed signage is therefore not considered to be out of character with the area and is acceptable.

Highways has been consulted on the proposal and has raised no objection. It is therefore not considered that the proposed signage would be to the detriment of the safe operation of the public highway.

The proposed signage is considered to accord with principles set out in the NPPF and with local policy DS18. Accordingly it is the recommendation of this report to grant advertisement consent.

RECOMMENDATION: Grant advertisement consent.