

## **DELEGATED ASSESSMENT**

**APPLICATION NO:** PA/2025/907

**APPLICANT:** Carter Jonas

**DEVELOPMENT:** Advertisement consent for the erection of a freestanding D-Poster LED advertisement

**LOCATION:** Queensway Auto Medics, Queensway, Scunthorpe, DN16 1BH

**PARISH:** SCUNTHORPE

**WARD:** Frodingham

**CASE OFFICER:** Deborah Oikeh

## **POLICIES**

National Planning Policy Framework

Chapter 12 – Achieving well-designed places

North Lincolnshire Local Plan

DS1 – General Requirements

DS18 – Advertisement Control

North Lincolnshire Core Strategy

CS3 – Development Limits

CS5 – Delivering Quality Design in North Lincolnshire

Housing and Employment Land Allocations Development Plan Document (2016)

PS1 – Presumption in Favour of Sustainable Development

## **LEGISLATION**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the "Assessment" section of the report.

## CONSULTATIONS

**Highways:** No objection

## PUBLICITY

The proposal has been advertised in accordance with the LPAs statutory duty set out under article 15 of the Development Management Procedure Order 2015. No letter of comments received.

**PLANNING HISTORY:** none of relevance

## SITE DESCRIPTION

The proposal seeks advertisement consent to instal a D-Poster display at the entrance of Queensway Auto Medics, Queensway in Scunthorpe which will display multiple static advertisements on rotation. The application site is adjacent to the Supermarket off Queensway and near the A18 junction.

## ASSESSMENT

### Principle of development

The proposals are for advertisement consent. Therefore, the principle of development is subject to consideration of matters stipulated within Section 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

### The Impact upon Amenity

Are there any overlooking / privacy / residential or other amenity issues?	No  The advert would overlook the highway
Is the proposal sited such as to avoid overdevelopment and overbearing development?	Yes  The advert would be positioned at the frontage of Queensway Auto medics garage and would pose no overbearing impact on any adjoining site given the setting and adjoining site (greenfield and supermarket)

### Design and Impact upon the Character of the Area

Is the design and scale in keeping with the street / area or otherwise appropriate?	Yes
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	The scale of the proposal is in keeping with the existing features adjacent to site and along the road.
Would the materials, details and features be consistent with the general use of materials in the area? Is a condition needed?	Yes  Light weight digital panel would be installed to display advertisement.

### Heritage

Does the development affect the setting of a Listed Building, the character and appearance of a Conservation Area or otherwise impact on a heritage asset? <i>[the council has a statutory duty to pay special attention to the desirability of preserving or enhancing heritage assets]</i>	No
Does the development impact on an archaeological site?	No

### Highways

Does the development impact on public safety specifically highway safety?	No  There are existing signages along the road which to some extent already pose some impact. following consultation with Highway team, they do not consider that this additional signage would increase this impact or cause major issues given the existing signages. council
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## **HUMAN RIGHTS ACT**

The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

## **EQUALITIES AND DIVERSIIES**

Due regard has been given to Section 149 of the Equality Act with regard to the Public Sector Equality Duty and the case officer has concluded that the application does not cause discrimination on the grounds of gender, race and disability.

## **CONCLUSION**

All statutory consultees have been consulted, and no concerning comments or objection have been raised regarding the proposal. The proposal would not have unacceptable or detrimental impact on the residential amenity and character of the area. The proposal is therefore compliant with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and policy DS18 of the local plan

Recommendation: Approve subject to Conditions