FILE COPY

SOUTH HOLLAND DISTRICT COUNCIL

Town and Country Planning Act 1990

Advertisement Consent

Reference: H09/0255/92 Received:03-JUN-92 Type:ADVERTISEMENT

Name: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.
Location : Bellevue Garage Station Street Holbeach Spalding

South Holland District Council hereby give notice that CONSENT HAS BEEN GRANTED for the display of advertisements in accordance with the application and plans submitted, subject to the following conditions:

1 (a) All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local planning Authority;
(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
(c) Where any advertisement is required under the Regulations to be removed, the removals shall be carried out to the reasonable satisfaction of the Local Planning Authority;
(d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
(f) This consent shall be for a period of five years.

Reason: Required by the Town and Country Planning (Control of Advertisements) Regulations 1989.

2 The brightness of the advertisement hereby granted consent shall not exceed 680 candelas/sq metre.

Reason: In the interests of the amenities of nearby dwellings and the locality in general.

3 The signs shall only be illuminated between the hours of 8.00 am and 10.00 pm.

Reason: In the interests of the amenities of nearby dwellings and the locality in general.

BRIAN SMITH Dip TP MRTPI Director of Planning & Building Control Services

Planning & Building Control Department, Council Offices, Priory Road, Spalding, Lincolnshire. PE11 2XE (Tel: 0775 761161)

SOUTH HOLLAND DISTRICT COUNCIL

4 The lettering and logos only shall be illuminated.

Reason: In the interests of the amenities of nearby dwellings and the locality in general.

5 The totem sign shall be sited in accordance with the plan accompanying the application.

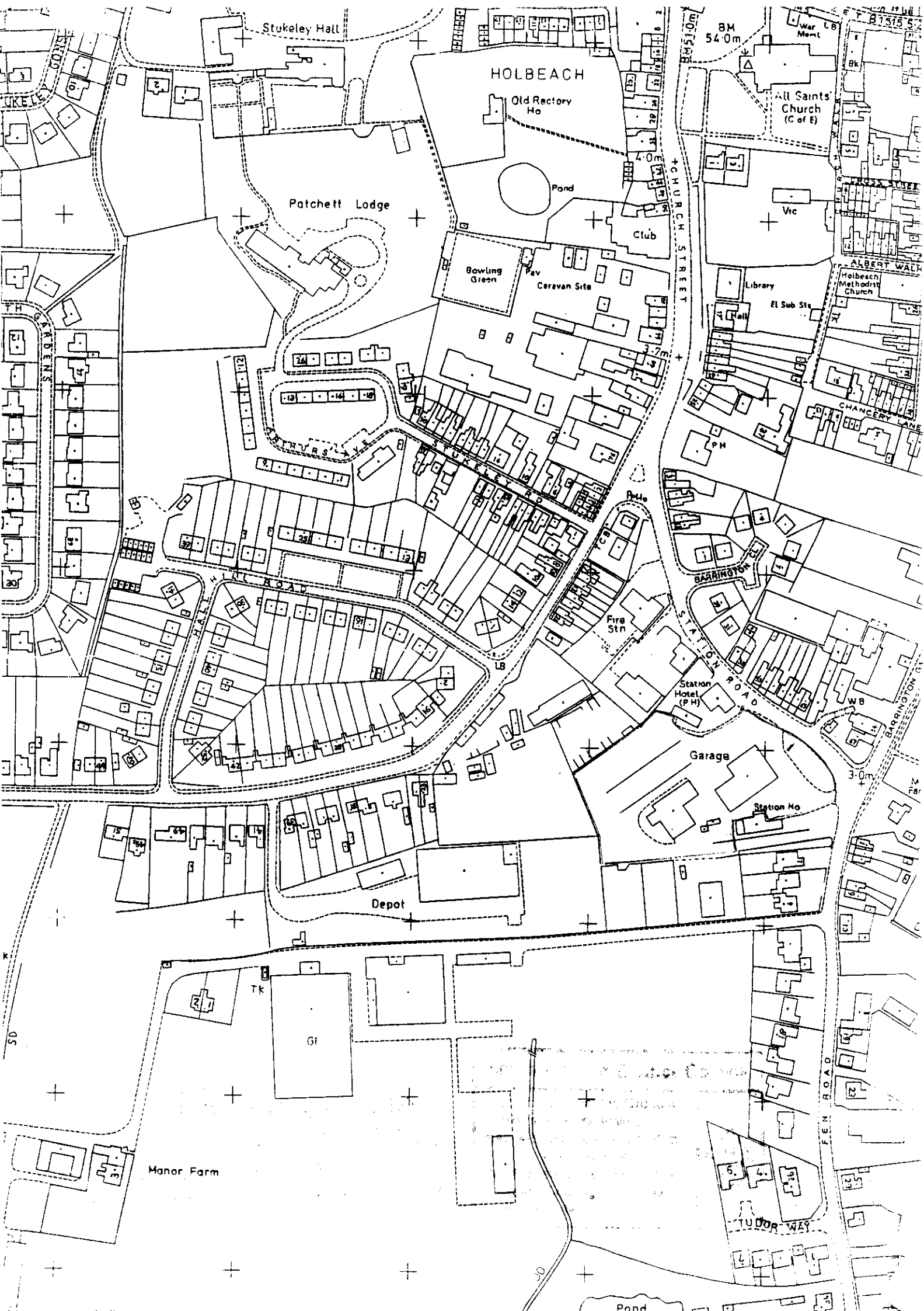
Reason: In the interests of road safety.

Director of Planning and Building Control Services
16-JUL-92 H09/0255/92

This decision refers only to that required for the purposes of the Town and Country Planning Act and not for Building Regulations or any other legislation. See enclosed notes relating to rights of appeal.

BRIAN SMITH Dip TP MRTPI Director of Planning & Building Control Services

Planning & Building Control Department, Council Offices, Priory Road, Spalding, Lincolnshire. PE11 2XE (Tel: 0775 761161)


Stukeley Hall
HOLBEACH
Old Rectory Ho
Pond
Patchett Lodge
Bowling Green
Pav
Caravan Site
Club
BM 5.40m
All Saints' Church (C of E)
War Mem
Vic
Library
Holbeach Methodist Church
El Sub Sta
Fall
PH
CHURCH STREET
ALBERT WALK
CHANCERY LANE
ARTHURS AVE
STUKELEY RD
HALL HILL ROAD
BARRINGTON
Fire Stn
STATION ROAD
Station Hotel (PH)
Garage
Station Ho
WB
Depot
TK
Gt
Manor Farm
FEN ROAD
TUDOR WAY
Pond

THREE COPIES REQUIRED

ADVERTISEMENT APPLICATION

For office use only
Application No. H09/0255/92
Date Registered 02 MAR 1992
Grid Reference

1. Please complete in block letters
NAME AND ADDRESS OF APPLICANT

DAVID LEFLEY & SONS
BELLEVUE GARAGE
STATION STREET
HOLBEACH, LINCOLNSHIRE

Tel. No.

NAME AND ADDRESS OF AGENT
(if form completed by agent)

FUTURAMA SIGNS LTD
ISLAND FARM HOUSE, ISLAND FARM ROAD
WEST MOLESEY, SURREY
Tel. No. 081-941-1999 EXT 270
(Personal contact name) MARK FAIRHEAD

Please complete in block letters
FULL POSTAL ADDRESS OF THE APPLICATION SITE

AS APPLICANT

Please complete in block letters
BRIEF DESCRIPTION OF ADVERTISEMENT PROPOSED
(e.g. fascia sign, projecting box sign)

PLEASE REFER TO DRAWINGS

Please complete
I attach the necessary plans and I enclose the fee of £ 30:00
Signed ..... (Applicant/Agent) Date 25th FEB 1992

Please complete **all** the sections below

2. **SITE DETAILS** State the present use of the land or buildings:	SALE OF NEW & USED CARS
What is the applicant's interest in the site? (e.g. owner, tenant)	OWNER
Has a planning application also been submitted for related proposals?	State Yes or No: YES
If so, please describe the proposal or give planning reference.	H09/0764/91

3. **ADVERTISEMENT DETAILS** Will the advertisement be illuminated?	State Yes or No: YES
If so, describe the type of illumination (e.g. internal): state whether static or intermittent:	STATIC INTERNAL & EXTERNAL
State height of advertisement above ground level: dimensions of advertisement: size of letters or symbols: colours of letters and background:	PLEASE REFER TO DRAWINGS

4. **DURATION** Please state period consent is required for (max. 5 yrs).	5 YEARS

ADMIN RECORD SHEET

INITIAL

Submitted Fee £ 30:

Receipt Issued ..... No. P755

Date First Received 1992

REGISTRATION

REFERENCE H01/0255/92

Cross-Ref N/A

Date 3/3/92 LAB

VALIDATION Date 3/3/92

Type ADVERT. Earliest permission date (Cert B) .....

Site area ..... No. of dwellings ..... Floorspace .....

New build/site enlargement/redevelopment/change of use/extension/alteration

Earlier permission ref .....

RM:-	Siting	Design	Ext app	Access	Lands
Previous					
Current					

Description

Technical: Certificate ☐ Accuracy ☐
Site plans ☐ Incomplete form ☐
Description ☐

S65 Advert required ☐ Expiry date .....

Fees: Nil fee – previous app ☐ Ref .....
– type
Discounted fee ☐ Reason .....

Correct fee £ 30 Additional £ ..... Receipt no. .....

Refund £ ..... Issued .....

CONSTRAINTS Date 4.3...

Index Sheets 169 OS Nos ..... Grid Ref S 35524C I 34360

Ward ..... Parish .....

Inside LBD YES Inside LP Area NO

TR Rural	☐	C1	☐
TR Bypass	☐	L3	☐
Level crossing	☐	T20	☐
Footpath	☐	Other:	

Grade

Linked to site.....Ref..... Linked to property.....Ref.....

Planning Records:
Earlier apps

B Reg Records:
Already submitted Ref.....
Requested .....

Inputs completed.....

4 The lettering and logos only shall be illuminated.

Reason: In the interests of the amenities of nearby dwellings and the locality in general.

5 The totem sign shall be sited in accordance with the plan accompanying the application.

Reason: In the interests of road safety.

Authorised to issue:

15-JUL-92 H09/0255/92 AD...A.....DC..M.....

n/7

APPLICATION REFERENCE: H09/0255/92 DATE RECEIVED: 03 06 92

APPLICANT: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding
Lincs

AGENT: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

SOUTH HOLLAND DISTRICT COUNCIL
REPORT TO PLANNING COMMITTEE
Date 14 JUL 1992

TYPE: Advertisement

DESCRIPTION: Illuminated fascia signs and totem sign, non-illuminated directional signs

LOCATION: Bellevue Garage, Station Street, Holbeach

Parish Council: Supported subject to acceptable illumination.

Ward Member: The signs are up and we have complaints about brightness. It will need to be toned down.

County Highways: Request conditions.

Public Objections: Received from Owner/Occupiers of 57 and 65 Station Street (summarised).

- Free-standing sign placed directly opposite number 65, which when lit is very bright (using both striplight and floodlight). This sign could have been moved away from my view towards the pump kiosk which will be more acceptable to all the occupants of this row of houses.
- Unpleasant to have to look at the sign out of my front room window.
- Opposed to fascia sign due to brightness of the striplighting. It is so bright even with thick curtains. Particularly bad during the winter.
- It is on until late at night which is of no use to anyone as the garage closes at 6.00 pm. If it would be possible to stipulate that the light could go off at 6.00 pm then I would consider withdrawing my opposition to them.
- Also ask for the free-standing sign to be moved away from my home and would consider withdrawing my opposition to that if this was done.
- We householders have now had to put up with these signs for almost two years without planning permission.
- Owner/Occupier of 57 Station Street has no objection so long as the signs are switched off by 11.00 pm (as they have in the past).

PLANNING POLICIES/DOE ADVICE
Inside IBD.

PREVIOUS DECISIONS

H09/0943/90 - One external fascia sign to building, one totem sign, one twin pole sign, one wall sign and two facility signs - Refused.
Reason - Signs by virtue of their brightness and proximity to existing dwellings are detrimental to the amenity of these dwellings and locality in general.
H09/0764/91 - Illuminated fascia and totem signs, wall and free-standing directional sign - Refused.
Reason - Insufficient information to allow the Local Planning Authority to approve the application.

PLANNING ISSUES

1 The determining issue in this particular case is whether the proposed signs would be detrimental to the amenities of the locality.
2 The application is retrospective since the signs are already in position and have been for some time.
3 The area constitutes a mixture of residential and commercial and a terrace is located immediately opposite.
4 The plans are now sufficiently accurate to enable a decision to be made.

CONCLUSIONS

1 The signs are a mixture of grey and burgundy in colour (with white lettering) and no objections are raised on the basis of visual amenity.
2 The main point of concern is the relationship of the signs to neighbouring residential property and their likely effect in terms of brightness and hours of use. After careful consideration, it is my opinion that the proposal is acceptable subject to conditions restricting the aforementioned, plus an additional one stating that only the lettering and logos shall be illuminated.
3 If members so desire, it would be possible to relocate the totem sign further to the south-east away from the residential terrace. However, properties further to the east may then be more adversely affected.

RECOMMENDATION - Grant Permission.

1 SC61 - (advert brightness) ... 680 candelas per square metre.
2 The signs shall only be illuminated between the hours of 8.00 am and 10.00 pm.
3 The lettering and logos only shall be illuminated.
4 The totem sign shall be sited in accordance with the plan accompanying the application.

Reasons

1-3 In the interests of the amenities of nearby dwellings and the locality in general.
4 B1.

BRI...
Director of ...H Dip TP MRTPI
...ANN... & Building Control Services
Planning ... Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772

COM

SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/0255/92 Type: ADVERTISEMENT

Applicant: David Lefley & Sons
Tel:

Agent: Futurama Signs Ltd
081 941 1999 Ext 270

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage
Station Street
Holbeach
Spalding

Valid date:	03-JUN-92	Terminal date:	29-JUL-92
Target dates:		Target Committee:	14-APR-92
To case officer	08-JUN-92	Report deadline:	31-MAR-92
Inspected by	13-JUN-92		
Extra contacts	18-JUN-92	Case Officer:	
Report if not clear by	08-JUL-92	D M GEDNEY	

DEVELOPMENT/CONSTRAINTS

Size:
Category:
Listed building:
Conservation Area:

CONSULTATIONS CARRIED OUT

		Sent	Expiry
Clerk to Holbeach PC	0406 26739	04-JUN-92	18-JUN-92
Cllr N I Capes	0406 23830	04-JUN-92	18-JUN-92
Cllr T G M Tyler	0406 22285	04-JUN-92	18-JUN-92
Cllr D S Venni		04-JUN-92	18-JUN-92
The Owner/Occupier, Station House		〃	〃
The Owner/Occupier, Station Inn P.H.		〃	〃
I Hughes, 57 Station St., Hol		〃	〃
The Occupier 59, Station St, Hol		〃	〃
The Occupier 61, Station St, Hol		〃	〃
The Occupier 63, Station St, Hol		〃	〃
A Cragg, 65 Station St, Hol		〃	〃

L.C.C. -- Cps Attached JE CB 26/3/92.

IAN SMITH Dip TP MRTPI
r of Planning & Building Control Services
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772

SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/0255/92 Type: ADVERTISEMENT

Applicant: David Lefley & Sons Agent: Futurama Signs Ltd
Tel: 081 941 1999 Ext 270

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage
Station Street.
Holbeach
Spalding

Valid date:	02-MAR-92	Terminal date:	27-APR-92
Target dates:		Target Committee:	14-APR-92
To case officer	07-MAR-92	Report deadline:	31-MAR-92
Inspected by	12-MAR-92		
Extra contacts	17-MAR-92	Case Officer:	
Report if not clear by	06-APR-92	D M GEDNEY	

DEVELOPMENT/CONSTRAINTS

Size:
Category:
Listed building:
Conservation Area:

CONSULTATIONS CARRIED OUT

		Sent	Expiry
Clerk to Holbeach PC		05-MAR-92	19-MAR-92
Cllr N I Capes	0406 23830	05-MAR-92	19-MAR-92
Cllr T G M Tyler	0406 22285	05-MAR-92	19-MAR-92
Cllr D S Venni		05-MAR-92	19-MAR-92
L.C.C - ~~S/H/A/33 dated 12/3/92~~ Obs Attached fr CS 26/3/92.			
57-65 Station Street (Odd nos).		20-MAR-92	03-APR-92.
Station Inn, Station St, Holbeach		20-MAR-92	03-APR-92
Station Hse, Station Street.		20-MAR-92	03-APR-92.

BRIAN SMITH Dip TP MRTPI
Director of Planning & Building Control Services
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772

SOUTH HOLLAND DISTRICT COUNCIL

NB. Amended Plans received

Application no: H09/0255/92

Applicant: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage Station Street
Holbeach Spalding

Type: ADVERTISEMENT

Date received: 03-JUN-92

04-JUN-92

Dear Sir/Madam

CONSULTATION WITH PARISH COUNCIL

I have received an application for the above proposal and enclose a copy for your information. Any observations which the Parish Council wish to make should be set out below and returned to me by 19-JUN-92. If no observations have been received by that date, it will be assumed that the Parish Council have no comments to make. The officer dealing with this application is D M GEDNEY

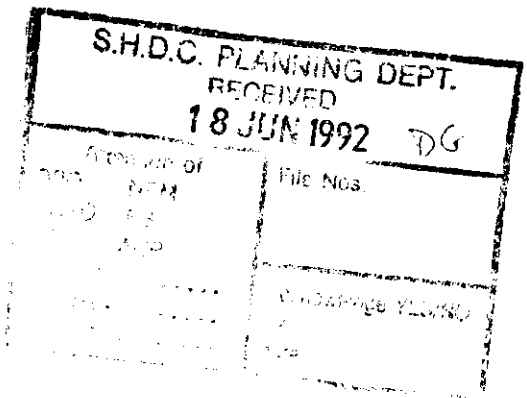
Yours faithfully
B SMITH
Director of Planning and Building Control Services

Clerk to Holbeach PC
Parish Council Office
2 Spalding Road, Holbeach
Spalding, Lincs

FOR PARISH COUNCIL USE ONLY

Comments: Supported subject to acceptable illumination
N P Judge

Signed: 13/6/92



Futurama Signs Limited

Island Farm House, Island Farm Road,
West Molesey, Surrey KT8 2TR
Telephone: 081-941 1999 Fax: 081-783 1687

Your Ref:
Our Ref: MAF/B7918

2 June 1992

Planning Officer
South Holland District Council
Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

Dear Sir/Madam

Ref : DAVID LEFLEY - STATION STREET - HOLBEACH
Ref No : H09/0255/92

Further to your letter of 13th May 1992, please find enclose, amended Ordnance Survey Maps as requested.

I trust that the Totem Pole is now correctly marked up.

Yours faithfully

Mark Fairhead.
Chief Planning Administrator (Rover)

SOUTH [illegible] D.C.
[illegible]
[illegible] JUN 1992
REF ACK

BRIAN SMITH Dip TP MRTPI
Director of Planning & Building Control Services
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161
Fax: (0775) 710772

FILE COPY

SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/0255/92

Applicant: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage
Station Street
Holbeach
Spalding

Type: ADVERTISEMENT

SOUTH HOLLAND D.C. PLANNING DEPT 02-MAR-92

13-MAY-92

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990
REQUIREMENT FOR ADDITIONAL INFORMATION ETC

Your submission for the above has been received, but I regret that it cannot be dealt with as it stands.

The Council is of the opinion that the information contained in the application is insufficient to enable the Authority to determine it, and under the provisions of Regulation 4 of the Town and Country Planning (Applications) Regulations 1988, you are therefore requested to supply the following:

Four copies of a 1:500 plan showing the correct location of the illuminated totem "Rover" sign (ie, in it's present position upon the site). The sign is situated as marked on the attached plans. If you agree, please provide three amended plans.

If you have been sent a Notice of Receipt, the time limit for determining the application should be ignored as this will have to be recalculated from the date when I receive the above. If you wish to contact the department at any time, the officer dealing with the application at present is D M GEDNEY

Yours faithfully

D M Gedney

Principal Planning Officer

Futurama Signs Limited

Island Farm House, Island Farm Road,
West Molesey, Surrey KT8 2TR
Telephone: 081-941 1999 Fax: 081-783 1687

Your Ref:
Our Ref: MAF/B7918

S.H.D.C. PLANNING DEPT.
RECEIVED
- 5 MAY 1992

Mr. D.M. Gedney
Planning Officer
South Holland District Council
Council Offices
Priory Road
Spalding
PE11 2XE

30 April 1992

Dear Mr. Gedney

Ref : DAVID LEFLEY - BELLEVUE GARAGE - STATION ROAD
Ref No : H09/0255/92

I am writing in response to your letter of 7th April 1992 and our subsequent telephone conversation, concerning our application for advertisement consent for the above Rover dealership.

I have amended the 1:500 scale Ordnance Survey maps to the best of my capability, showing the Primary Totem Pole (T1) moved back slightly from it's original position shown on the maps.

I trust that this amendment shows a more accurate location of the Totem Pole. If not; I can assure you and the committee, that the erected Totem is to stay at its current position, which I understand was found acceptable to the highway authority.

Yours sincerely

Mark Fairhead.

D C.
REF ACK 5-5

BRIAN S[illegible] H Dip TP MRTPI
Director of Planning & Building Control Services
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772

SOUTH HOLLAND DISTRICT COUNCIL

[illegible] COPY

Application no: H09/0255/92

Applicant: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage
Station Street
Holbeach
Spalding

Type: ADVERTISEMENT

Date received: 02-MAR-92

07-APR-92

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990
REQUIREMENT FOR ADDITIONAL INFORMATION ETC

Your submission for the above has been received, but I regret that it cannot be dealt with as it stands.

The Council is of the opinion that the information contained in the application is insufficient to enable the Authority to determine it, and under the provisions of Regulation 4 of the Town and Country Planning (Applications) Regulations 1988, you are therefore requested to supply the following:

Four copies of a 1:500 plan showing the correct location of the illuminated totem "Rover" sign (ie, in it's present position upon the site).

If you have been sent a Notice of Receipt, the time limit for determining the application should be ignored as this will have to be recalculated from the date when I receive the above. If you wish to contact the department at any time, the officer dealing with the application at present is D M GEDNEY

Yours faithfully
D M Gedney
Principal Planning Officer

Please repeat Reg 4 as above but add after ...upon the site). The sign is situated as marked on the attached plans. If you agree, please provide 3 amended plans.

LINCOLNSHIRE COUNTY COUNCIL
DEPARTMENT OF HIGHWAYS AND PLANNING

FORM NO: H/A/3B

To: South Holland District Council Application Reference H09/0255/92.

Form of notification by the County Director of Highways and Planning for DEVELOPMENT AFFECTING HIGHWAYS

With reference to the application dated
relating to the following proposed development:

1. National Grid Reference of a central point on site

horizontal				vertical		

2. Address or location

Station Street, Horbeach

3. Name, classification and number of road

II

4. Date application referred 12-3-92

5. State whether outline, detailed application etc.

AOV

6. Description of proposed development/change of use including access details

Fascia Signs & Totem Sign, Non Illuminated Directional Signs.

7. Delete as appropriate

Notice is hereby given under the provisions of article 15 of the Town and Country Planning General Development Order, 1988, that the County Council as local highway authority:—

a. ~~Does not wish to restrict the grant of permission~~.

(b.) Requests that any permission given by the local planning authority shall include the conditions shown overleaf.

c. ~~Requests that the local planning~~ authority refuse the application (reason overleaf).

d. Requests the local planning authority to complete Form T.R. 108 para ~~10b as shown overleaf.~~

Date: 26-3-92 Signed: [signature]
Director of Highways and Planning

CONDITIONS:—

Delete as appropriate

(i) For applications where items are to be reserved for subsequent approval in consultation with the Director of Highways and Planning

(ii) For other applications

(1) Sign 71 shall be sited as shown on drawing No 1599 submitted with the application

Delete as appropriate

(i) REASONS FOR a, b, or c overleaf

(ii) COMMENTS FOR FORM T.R. 108 para 10b

(1) B1

Note:— use continuation sheet(s) as necessary.

57 Station Street,
Holbeach,
Spalding,
Lincs. PE12 7LF.

Monday 23rd March.

Application No: H09/0255/92
By: David Lolley and Sons
For: Illuminated Fascia signs and totem sign.

Dear Sir,

My husband and I have no objection to the above mentioned signs so long as they are switched off by 11.00 pm as indeed they always have been in the past.

Yours faithfully

Irene Wyles

D.C. PLANNING DEPT.
RECEIVED
25 MAR 1992
DG
Knowledge
25/3

BR[illegible]S. [illegible]H Dip TP MRTPI
Director of Planning & Building Control Services
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772

SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/0255/92

Applicant: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage Station Street
Holbeach Spalding

Type: ADVERTISEMENT

Date received: 02-MAR-92

05-MAR-92

Dear Cllr N I Capes

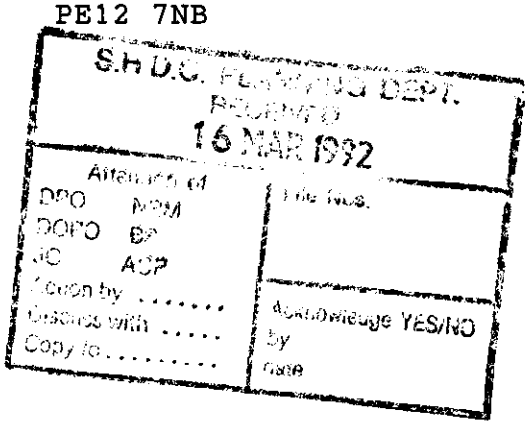
NOTIFICATION TO WARD MEMBER

I have received an application for the above proposal in your ward. The officer dealing with this application is D M GEDNEY

As applications can be determined under delegated powers in many cases, please let me know by 15-MAR-92 if you feel that this proposal should be brought to the attention of the Planning Committee for any reason.

Yours faithfully
B SMITH
Director of Planning and Building Control Services

Cllr N I Capes
11 East Elloe Avenue
Holbeach
Spalding Lincs
PE12 7NB



I request that this application be considered by Planning Committee, because THE SIGNS ARE UP AND WE HAVE COMPLAINTS ABOUT BRIGHTNESS IT WILL NEED TO BE TONED DOWN

Signed: N I Capes

12/3/92

Form No. H/A/3J

Lincolnshire

DEPARTMENT OF HIGHWAYS AND PLANNING

To D. Gedney & HDC

Planning Reference H09/0255/92.

The following are my observations upon the enquiry under the reference quoted above:—

Bellvue Courage, Station St, Holbeach.

The proposed sign 1. appears to be within the highway verge. This sign will therefore require relocating back to within the site boundary for it to be acceptable

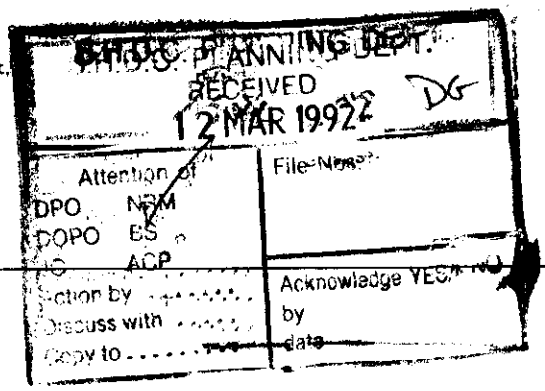
Date 12-3-92

Signed

Director of Highways and Planning

BR N S. H Dip TP MRTPI
Director of Planning & Building Control
Planning & Building Control Department,
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE

Telephone: (0775) 761161
Fax: (0775) 710772



SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/0255/92

Applicant: David Lefley & Sons
Bellevue Garage
Station Street
Holbeach
Spalding Lincs

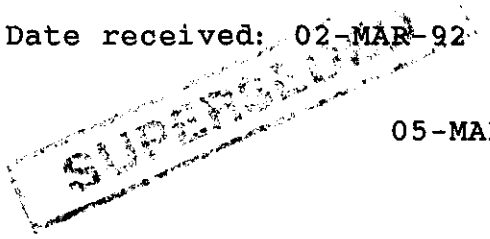
Agent: Futurama Signs Ltd
Island Farm House
Island Farm Road
West Molesey
Surrey

Description: Illuminated fascia signs and totem sign, non-illuminated directional signs.

Location: Bellevue Garage Station Street
Holbeach Spalding

Type: ADVERTISEMENT

Date received: 02-MAR-92



05-MAR-92

Dear Sir/Madam

CONSULTATION WITH PARISH COUNCIL

I have received an application for the above proposal and enclose a copy for your information. Any observations which the Parish Council wish to make should be set out below and returned to me by 20-MAR-92. If no observations have been received by that date, it will be assumed that the Parish Council have no comments to make. The officer dealing with this application is D M GEDNEY

Yours faithfully
B SMITH
Director of Planning and Building Control Services

Clerk to Holbeach PC
The Band Hall, Back Lane
Holbeach
Spalding Lincs

FOR PARISH COUNCIL USE ONLY

Comments: Supported
BUT SIGN NEAR ROAD SHOULD HAVE LESS BRIGHTNESS

Signed: M Y Cayes

9/3/92

548. PLANNING APPLICATIONS (Continued)

(f) **Advertisement Consent**

The Director of Planning and Building Control Services be authorised to grant consent for the display of the undermentioned advertisements in accordance with his recommendations, and subject to standard advertising conditions:-

Plan No. and Applicant	Proposal
H09/0255/92 David Lefley and Sons	Illuminated fascia signs and totem sign, non-illuminated directional signs at Bellevue Garage, Station Street, Holbeach.
H11/0391/92 Main Road Garage	Illuminated signs including 1 Fascia, Roundel, Totem and two wall signs plus one directional sign at Main Road Garage, Long Sutton.

(g) **Reserved Matters Approval**

The reserved matters submitted in connection with the undermentioned development be approved in accordance with the recommendation of the Director of Planning and Building Control Services:-

Plan No. and Applicant	Proposal
H23/0539/92 A & D Mablethorpe Ltd	Two dwellings with garages at Washway Road Saracens Head.

(h) Deemed Applications by Lincolnshire County Council

The Lincolnshire County Council be informed of this authority's observations in respect of the undermentioned developments in accordance with the recommendations of the Director of Planning and Building Control Services as follows:-

Plan No. and Applicant	Proposal
H14/0606/92 Lincolnshire County Council	Dwelling, garage and construction of vehicular access at Glenside South, Pinchbeck Bars, Pinchbeck West.

(The Council objects strongly to the above development.)

H04/0616/92 Lincolnshire County Council	Change of use to residential use at 32 High Street, Donington.

(No objections be raised to the above development.)

H04/0617/92 Lincolnshire County Council	Dwellings at 32 High Street, Donington.

(The Council objects to the above application.)

H04/0615/92 Lincolnshire County Council	Demolition of wall at High Street, Donington.

(The Council objects to the above application.)

SIGN INFORMATION FORM

SOUTH HOLLAND D.C.
PLAN DEPT.
02 MAR 1992
REF 0255/92

Drawing No : 1599

Site Name : David Lefley & Sons
Site Address : Bellevue Garage
Station Street
Holbeach
Lincolnshire
PE12 7LF

SIGNS REQUIRING CONSENT

F1 → F3

Illuminated facia signs, with externally illuminated vertical light bars, a single horizontal underline light bar, in white cold cathode neons. The Rover Logo and Dealer Name letters are dimly internally illuminated.
The signs are coloured :-
'Rover Fine Gold' - BS 10 B 19,
'Rover Burgundy' - BS 04 D 45.
The letters to the Rover Logo and Dealer Name are translucent and white in colour.

As above, but with no external illuminated neons, just the Rover logo and Dealer Name dimly internally illuminated.

As above but totally non-illuminated.

Non-illuminated adhesive letters.

T1

Illuminated totem sign, with horizontal neon strips above and below the dimly illuminated Rover Logo. the Dealer Name is illuminated by small floodlights at the base of the sign which throw a soft wash of light up the trunk of the totem. The colour scheme of this sign is the same as that of the fascia signs.

As above, but with no external illuminated neons, just the Rover logo dimly internally illuminated and the Dealer Name illuminated by floodlights.

As above but non-illuminated.

———————— As totem but omitting panels below the Rover Logo and floodlights.

———————— As above, but with no external illuminated neons, just the Rover logo dimly internally illuminated.

———————— As above but non-illuminated.

———————— A single pole sign internally illuminated to allow the translucent white letter to dimly glow. The colour scheme of this sign is the same as that to the fascias.

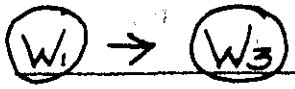
———————— As above but non-illuminated.

———————— Internally illuminated Projecting / Wall Flat Rover Logo. The colour scheme of this sign is the same as that to the fascias.

———————— As above but non-illuminated.

———————— Illuminated Facility projecting sign.

———————— As above but non-illuminated.



Non-illuminated Facility / Directional wall flat signs.



Non-illuminated free-standing Directional signs.

Average illumination intensity of the Fasica Signs = 360cd/m²
4.5m Totem Sign = 112cd/m²
3.0m Totem Sign = 168cd/m²
Single Pole Sign = 50cd/m²

Specification For Town & Country Planning Application Purposes For The Rover Project

Rover Sign Specification

All signs are constructed of aluminium and are decorated with either a paint finish, or a thin matt finished PVC laminate. Neutral colours are used and Rover will rely predominantly upon the unique appearance and profile of the sign, rather than intense illumination and colours for their identity. All fascias and primary signs will be manufactured from matt PVC coated aluminium, in a sand-like colour, known as Oyster. In some cases the fascia will be supplemented by a horizontal single line, of low intensity neon tubing, in cool white, which is recessed into the fascia to prevent spurious refections. The only other areas of illumination, will be the Rover letters and the Dealer Letters, which are to be manufactured to reduce the illumination further still. All ancillary signs and directional signs are non-illuminated.

All vertical poles are to be dark brown and all ancillary message signs, will have a semi-gloss cream colour, with bronze letters. All illuminated signs will be protected with earth leakage circuit breakers, exceeding the British Standard requirements.

Hotel
(P H)

Garage

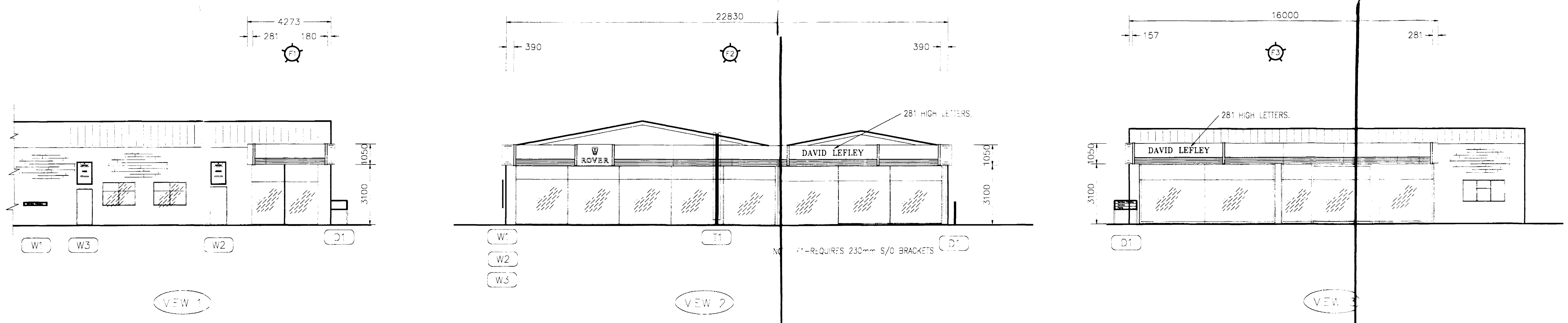
Station Ho

Hotel
(P H)

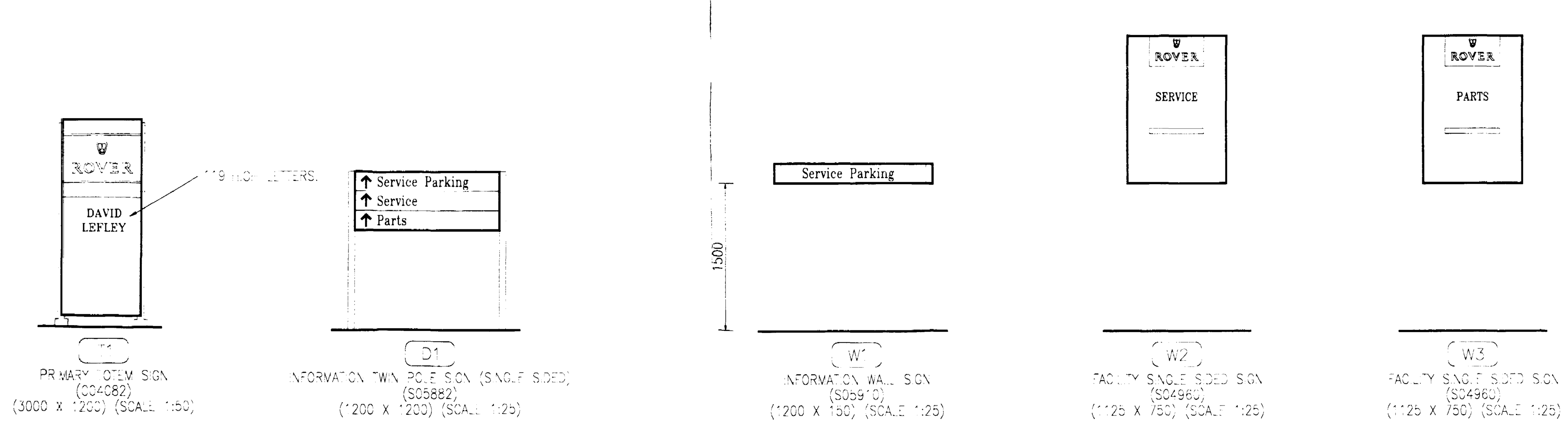
Garage

Station Ho

Site Elevations 1:100



Detail Sign Information



Sign Location Plan View NOT TO SCALE

