SOUTH HOLLAND DISTRICT COUNCIL

Town and Country Planning Act 1990

Advertisement Refusal

Reference: H09/1163/91 Received:28-NOV-91 Type:ADVERTISEMENT

Name: Massey O'Brian
Boston Road
Holbeach
Spalding
Lincs PE12 7LR

Agent: Colorlux Ltd
1 Murray Business Centre
Murray Road
Orpington
Kent BR5 3RE

Description: Erection of three Ford D.I.A.P. signs

Location : Boston Road Holbeach
Spalding Lincs

South Holland District Council hereby give notice that CONSENT HAS BEEN REFUSED for the display of the advertisement(s) for the following reason(s):

1 The site is situated adjacent to the existing Conservation Area boundary for Holbeach and adjoins a Grade II Listed Building. The District Council has recently resolved to extend the Conservation Area boundary to include this site. In the opinion of the Local Planning Authority the proposed signs would result in an unacceptable visual clutter of signs on the site to the detriment of the visual amenities of the locality and the setting of the adjoining Listed Building.

Notes to Applicant:

The applicant is advised that a further application in respect of sign "A" only on the submitted plans may received favourable consideration.

Director of Planning and Building Control Services
18-FEB-92 H09/1163/91

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)

THREE COPIES REQUIRED

ADVERTISEMENT APPLICATION

For office use only
Application No. H09/1163/91.
Date Registered 28 NOV 1991
Grid Reference

1. Please complete in block letters

NAME AND ADDRESS OF APPLICANT

MASSEY O BRIAN CARS
BOSTON ROAD
HOLBEACH
LINCOLNSHIRE
PE12 7LR

Tel. No.

NAME AND ADDRESS OF AGENT
(if form completed b

COLORLUX LTD
1 Murray Business Centre
Murray Road
Orpington
Kent BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145

Tel. No.
(Personal contact name) A.R. BOOTY.

Please complete in block letters

FULL POSTAL ADDRESS OF THE APPLICATION SITE

AS ABOVE

Please complete in block letters

BRIEF DESCRIPTION OF ADVERTISEMENT PROPOSED
(e.g. fascia sign, projecting box sign)

FORD D.I.A.P. ERECTION of signs

Please complete

I attach the necessary plans and I enclose the fee of £ 25-00

Signed ..... (Applicant/Agent) Date 27-11-91

Please complete **all** the sections below

2. **SITE DETAILS**	
State the present use of the land or buildings:	FORD DEALERSHIP.
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: NO
If so, please describe the proposal or give planning reference.	

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:	INTERNAL, STATIC
State height of advertisement above ground level: dimensions of advertisement: size of letters or symbols: colours of letters and background:	'PLEASE SEE APPLICATION BROCHURE'

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

BRIAN SMITH TP MRTPI District Planning Officer

Planning Department
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161

SOUTH HOLLAND DISTRICT COUNCIL

Application no: H09/1163/91

Type: ADVERTISEMENT

Applicant: Massey O'Brian
Tel:

Agent: Colorlux Ltd
0689 898888 - A R Booty

Description: Erection of three Ford D.I.A.P. signs

Location: Boston Road
Holbeach
Spalding
Lincs

Valid date: 28-NOV-91
Target dates:
To case officer 03-DEC-91 5/12
Inspected by 08-DEC-91
Extra contacts 13-DEC-91
Report if not clear by 02-JAN-92

Terminal date: 23-JAN-92
Target Committee: 21-JAN-92
Report deadline: 07-JAN-92

Case Officer:
~~M A CAUGHEY~~ DROBERTS

DEVELOPMENT/CONSTRAINTS

Size:
Category: Misc works
Listed building:
Conservation Area:

CONSULTATIONS CARRIED OUT

		Sent	Expiry
Clerk to Holbeach PC		05-DEC-91	19-DEC-91
Cllr N I Capes	0406 23830	05-DEC-91	19-DEC-91
Cllr T G M Tyler	0406 22285	05-DEC-91	19-DEC-91
Cllr D S Venni		05-DEC-91	19-DEC-91

L.C.C - No objections for CB 12/12/91
SLB LB SETTING IN CA 21-JAN-92 11-FEB-92

ADMIN RECORD SHEET

INITIAL

Submitted Fee £ ..25..

Receipt Issued ..... No. P313

Date First Received 28 NOV 1991

REGISTRATION

REFERENCE ..H09/1163/91.....

Cross-Ref ..... —

N/A Date..29/11/91

VALIDATION Date..2/12/91.

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 Erection of ~~[illegible]~~ three Ford D.I.A.P. signs.

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

S65 Advert required ☐ Expiry date .....

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

Correct fee £ 25. Additional £ ..... Receipt no. .....

Refund £ ..... Issued .....

CONSTRAINTS Date...3.12.

Index Sheets .169. OS Nos ..... Grid Ref 535850 394930

Ward ..J... Parish ..HOLBEACH

Inside IBD YES Inside LP Area. NO

TR Rural ☐ TR Bypass ☐ Level crossing ☐ Footpath ☐

CA ☐ LB ☐ TPO ☐ Other: Grade

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

Planning Records:
Earlier apps 528/89
1013/89
462/88
1167/88

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

Inputs completed.....

F U R T H E R I N F O R M A T I O N / C O N S U L T A T I O N S

APPLICATION REF:

DIRECTIONS

Art 7 (Outlines) RM :

	Siting	Design	Ext App	Access	Lands
Previous					
Current					
Required					

Reg 4 (or equiv) Scale drawing ..... Highway S/W ..... Agric appraisal .....

Precise details, for non-standard requirement:

MHC 12/12

DR 13/12.

Pl. ensure that we know what is applied for - Accessible visit

CONSULTATION/PUBLICITY REQUIRED

Publicity : General
Departure
Setting of LB Viz

Consults : Dept of Transport
Env Health
Conservation consults : Local
Local & National
English Heritage LBC I, II*
Setting I, II*
Major CA

Consultant : Name
Order No:

Other :

R E V A L I D A T I O N

Information satisfactory/unsatisfactory

Further direction - details:

Amended description:

Reconsultations required -
Parish Council
Ward Members
Residents
Advertise
Other

New valid date .....

Re-Registered .....
Ack/Reception/Filesheet .....
Consultation .....

APPLICATION ASSESSMENT

Notes for Case Officer

Site Notes: Accuracy Neighbours Other

Boundaries Site Features

Inspected by:
date: 17/12

Residents notified on site visit:

Case Officer Conclusions (issues)

Subjectively inspected by DR. in relation to proposed c.4 extension

Case Officer Recommendations (summary).
(details overleaf)

Delegation
Recommended approvals – Confirmed by Case Officer:

Departure from policy Yes ____ No ____

Ward member request Yes ____ No ____

Recommend approval against material objection

Any objection received? No
If yes, is any obj. material? No
Yes
Yes ____ No ____
[Reason:

Other circumstances needing Committee decision

Yes ____ Flagged by Senior Officer
Signed .....
No ____
[Reason:

ALL OF ABOVE

Recommended refusals –

Refusal on adopted policy grounds on first applic.

No ____ Fil fees (not first Submission)
Yes ____
ANY ONE OF ABOVE Other info., viz:
Signed .....

Committee report
Sub-Committee:
SV recommended .....
Zst/Ind. recommended.....

Delegation confirmed by Senior Officer
.....

Recommendation/draft report produced..... Amended/confirmed.....

Town and Country Planning Act etc

DRAFT DECISION

Reference: H09/1163/91 Received:28-NOV-91 Type:ADVERTISEMENT

Name: Massey O'Brian
Boston Road
Holbeach
Spalding
Lincs PE12 7LR

Agent: Colorlux Ltd
1 Murray Business Centre
Murray Road
Orpington
Kent BR5 3RE

Description: Erection of three Ford D.I.A.P. signs

Location : Boston Road Holbeach
Spalding Lincs

South Holland District Council hereby give notice
that permission has been granted/refused etc
on the following conditions/reasons:

1 The site is situated adjacent to the existing Conservation Area boundary for Holbeach and adjoins a Grade II Listed Building. The District Council has recently resolved to extend the Conservation Area boundary to include this site. In the opinion of the Local Planning Authority the proposed signs would result in an unacceptable visual clutter of signs on the site to the detriment of the visual amenities of the locality and the setting of the adjoining Listed Building.

Notes to Applicant:

The applicant is advised that a further application in respect of sign "A" only on the submitted plans may received favourable consideration.

Authorised to issue:

14-FEB-92 H09/1163/91 AD.....DC.....

APPLICATION REFERENCE: H09/1163/91 DATE RECEIVED: 28 November 1991

APPLICANT: Massey O'Brian
Boston Road
Holbeach
Spalding
Lincolnshire

AGENT: Colorlux Ltd
1 Murray Business
Centre
Murray Road
Orpington
Kent

TYPE: Advertisement

DESCRIPTION: Erection of three Ford D.I.A.P. signs

LOCATION: Boston Road, Holbeach

Parish Council: Supported subject to conforming to normal standards.

Advertisement: Expires 11 February 1992...any response to be reported.

PLANNING POLICIES/DOE ADVICE

1 Site adjoins existing Conservation Area boundary and Listed Building.
2 Planning Committee meeting of 21 January 1992 resolved to extend Conservation Area boundary to include this site.
3 Duty to preserve or enhance appearance of Conservation Areas.

PREVIOUS DECISIONS

H09/0528/89 - Replacement Canopy - Permitted.
H09/1013/89 - Illuminated fascia sign to forecourt canopy.

PLANNING ISSUES

1 The application is for the installation of 3 partially illuminated fascia signs on the applicants existing garage premises. The signs will measure 18.07 metres x 0.9 metres; 18.275 metres x 0.6 metres and 6.7 metres x 0.6 metres respectively. These are additional to other signs on the premises.
2 The main issue is whether the signs are acceptable in the context of the existing and proposed Conservation Area boundaries, or whether they will result in an unacceptable visual clutter to the detriment of the amenities of the locality.

CONCLUSIONS

1 The site is an existing garage already served by a number of signs. The proposed signs will further serve to emphasise the commercial appearance of the site and introduce 2 fascia signs in a prominent location in the street scene on the front and side of a building situated close to the back edge of the footpath. These two signs are considered to be unacceptable but the third fascia sign which will be set back from the roadway behind the forecourt canopy is considered to be unobjectionable.

RECOMMENDATION - Refuse Advertisement Consent.

1 The site is situated adjacent to the existing Conservation Area boundary for Holbeach and adjoins a Grade II Listed Building. The District Council has recently resolved to extend the Conservation Area boundary to include this site. In the opinion of the Local Planning Authority the proposed signs would result in an unacceptable visual clutter of signs on the site to the detriment of the visual amenities of the locality and the setting of the adjoining Listed Building.

Note

The applicant is advised that a further application in respect of sign "A" only on the submitted plans may receive favourable consideration.

PLANNING APPLICATION

Notice is hereby given that application has been made to the Council in respect of the following:

Setting of Listed Buildings

The proposal affects the setting of 4 and 6 Boston Road, Holbeach, which is listed by the Secretary of State for the Environment as a building of special architectural or historic interest, and may also affect the Conservation Area.

Erection of three Ford DIAP signs
Boston Road, Holbeach, Spalding
(Application: H09/1163/91)

Applications and plans showing the proposal(s) may be seen during office hours at the Planning Department, Council Offices, Priory Road, Spalding. Any observations should be sent to me within 21 days of the date of this notice.

B. Smith
Director of Planning & Building Control Services

Council Offices
Priory Road
Spalding

21-JAN-92

SOUTH HOLLAND DISTRICT COUNCIL

P[illegible]N SMITH ,TP MRTPI District Planning Officer

Planning Department
Council Offices,
Priory Road, Spalding,
Lincolnshire. PE11 2XE
Telephone: (0775) 761161

SOUTH HOLLAND DISTRICT COUNCIL

S.H.D.C. PLANNING DEPT
RECEIVED
23 DEC 1991
MC

Application no: H09/1163/91

Applicant: Massey O'Brian
Boston Road
Holbeach
Spalding
Lincs PE12 7LR

Agent: Colorlux Ltd
1 Murray Business Centre
Murray Road
Orpington
Kent BR5 3RE

Description: Erection of three Ford D.I.A.P. signs

Location: Boston Road Holbeach
Spalding Lincs

Type: ADVERTISEMENT

Date received: 28-NOV-91

05-DEC-91

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-DEC-91. 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 M A CAUGHEY

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 subject to conforming to normal standards

Signed:

WP Judge 19/12/91

Most planning applications must now be accompanied by the appropri[illegible] fee (as laid down in the Town and Country Planning (Fees for applications and Deemed Applications) Regulations 1989. The scale of fees is attached to this form.....This scale is not comprehensive : certain special provisions apply to reserved matters for instance.

Applicants should complete this form, attach their cheque or postal order to it and send it with their planning application to the local planning authority. Cheques and Postal orders should be crossed and made payable to : _____

SOUTH HOLLAND DISTRICT COUNCIL

Any application not accompanied by the requisite fee will not be proceeded with until the correct fee has been received.

DECLARATION (To be Completed by Applicant or Agent)

ADDRESS OF PROPERTY TO WHICH THE APPLICATION RELATES :-

MASSEY O'BRIAN CARS, BOSTON ROAD, HOLBEACH, LINCOLNSHIRE, PE12 7LR.

1. I consider that the application falls within category of the prescribed fees table. ADVERTISEMENT

   and I am of the opinion that the total fee payable is.....) £25-00
   based upon the following calculation:-

I enclose CHEQUE/[redacted] ORDER to the value of £25-00

------OR------

2. I am of the opinion that the development proposed is exempt from a fee for the following reasons (please explain).....

H09/1163/91

Signed..... Date..27-11-91.....

1 Murray Business C..re
Murray Road
Orpington, Kent BR5 3RE

Telephone: 0689 898888
Fax: 0689 896145

colorlux limited

Registered No. 1176757 England

Your Ref
Our Ref

SOUTH HOLLAND DISTRICT COUNCIL
PLANNING DEPARTMENT
COUNCIL OFFICES
PRIORY ROAD
SPALDING
LINCOLNSHIRE
PE11 2XE

27-11-91

Dear Sirs,

Re: MASSEY O'BRIAN CARS, BOSTON ROAD, HOLBEACH, LINCOLNSHIRE, PE12 7LR.

We have pleasure in enclosing our Application for consent to display Ford D.I.A.P Signage at the above facility comprising:

i. 4 copie(s) of Planning Form P4 and one copy of our application fee form.

ii. 4 copie(s) of our details and brief specification, inclusive of location Plan, together with our cheque for the sum of £25-00, being the requisite fee and made payable to your Council.

We should be grateful if you would acknowledge receipt of our cheque and Application.

Should you find our Application to be incomplete and therefore require further information, please do not hesitate to contact us.

Yours faithfully,

MR A R BOOTY
PLANNING & TECHNICAL DEPARTMENT

colorlux limited

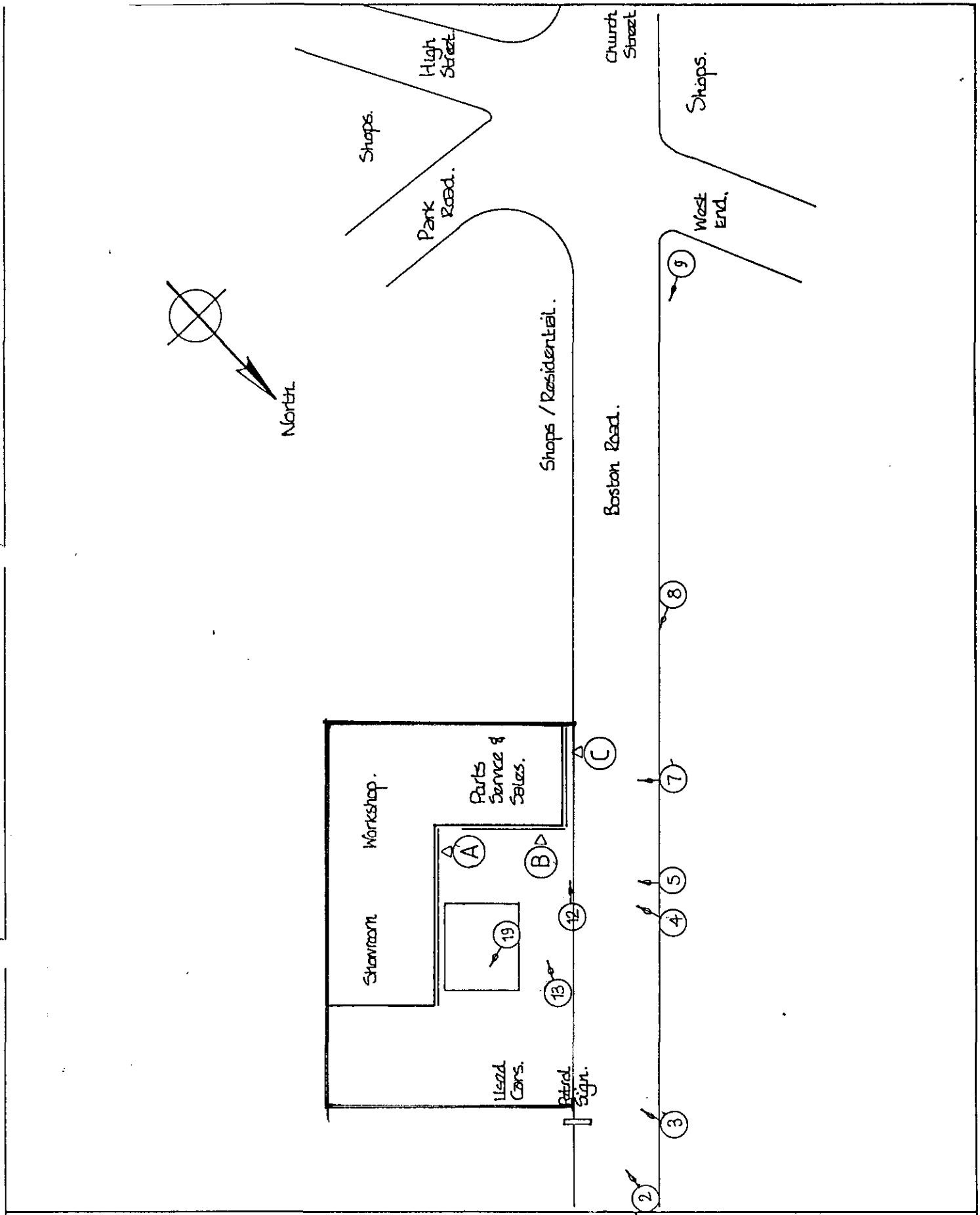
Dealership Identification and Appearance Programme

Ford

28 NOV 1991
H09/1163/91.

Dealership

Massey O'Brian Cars,
Holbeach,
Lincs.



FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

Scale N.T.S.

Date August. '91 T.C

colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145



2



9

Ford FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

	Scale
	Date

colorlux limited

1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE

Telephone: 0689 898888
Fax: 0689 896145



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5

FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

	Scale
	Date

colorlux limited

1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE

Telephone: 0689 898888
Fax: 0689 896145



8



13

FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

	Scale
	Date

colorlux limited

1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE

Telephone: 0689 898888
Fax: 0689 896145

Standard Colour Specifications regarding Ford DIAP.

Fascia... Box signs... Pole signs... Lawn signs...	Anodised Silver.
Letters...	Blue translucent having White returns.
Ovals...	Blue translucent having White returns.
Poles...	Blue.
Flags...	Blue graphics on White.
Flag poles...	Silver.

Standard Illumination Specifications regarding Ford DIAP.

Note: Only Letters and Ovals are illuminated.

Method: Internal by means of fluorescent tubes.

FORD DIAP

Site

Scale

Date

colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145

Standard Material & Constructional Specifications regarding Ford DIAP.

Fascia... Box signs... Pole signs... Lawn signs...	Pressed anodised aluminium with aluminium extrusions and end caps. Size: Refer to scheme.
Letters...	All Helvetica Medium typeface. Blue translucent vinyl applied to moulded White acrylic. Size: Refer to scheme.
Ovals...	Ford registered trademark. Blue translucent vinyl applied to moulded White acrylic. Size: Refer to scheme.
Poles...	Square steel section, galvanised and finished Blue. Size: Refer to scheme.
Flags...	White cotton having Blue product display. Size: 2000 x 1500mm.
Flag poles...	Aluminium with contrasting Blue stripe measuring 25mm. Size: 5500mm.

FORD DIAP

Site

Scale

Date

colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145

Standard details of Illumination required for Ford D.I.A.P. Signage.

Electrical Supply

British Standard 240V supply to be taken to any point behind the area of illumination.

Means of Illumination

Internally by 40W fluorescent tubes, 1200mm long, overlapped each end by 100mm. 1 tube per metre.

Area of Illumination

Ford Ovals and lettering only to be illuminated. Blank fascia to remain non-illuminated.

Quantity

Recommended quantity of tubes for all signs, relate to the upper case height of the text.

Text Heights are as follows:-

Text Height(mm)	Rows of Tubes required
100	2
150	2
200	2
225	2
300	3
450	3
600	4

FORD DIAP

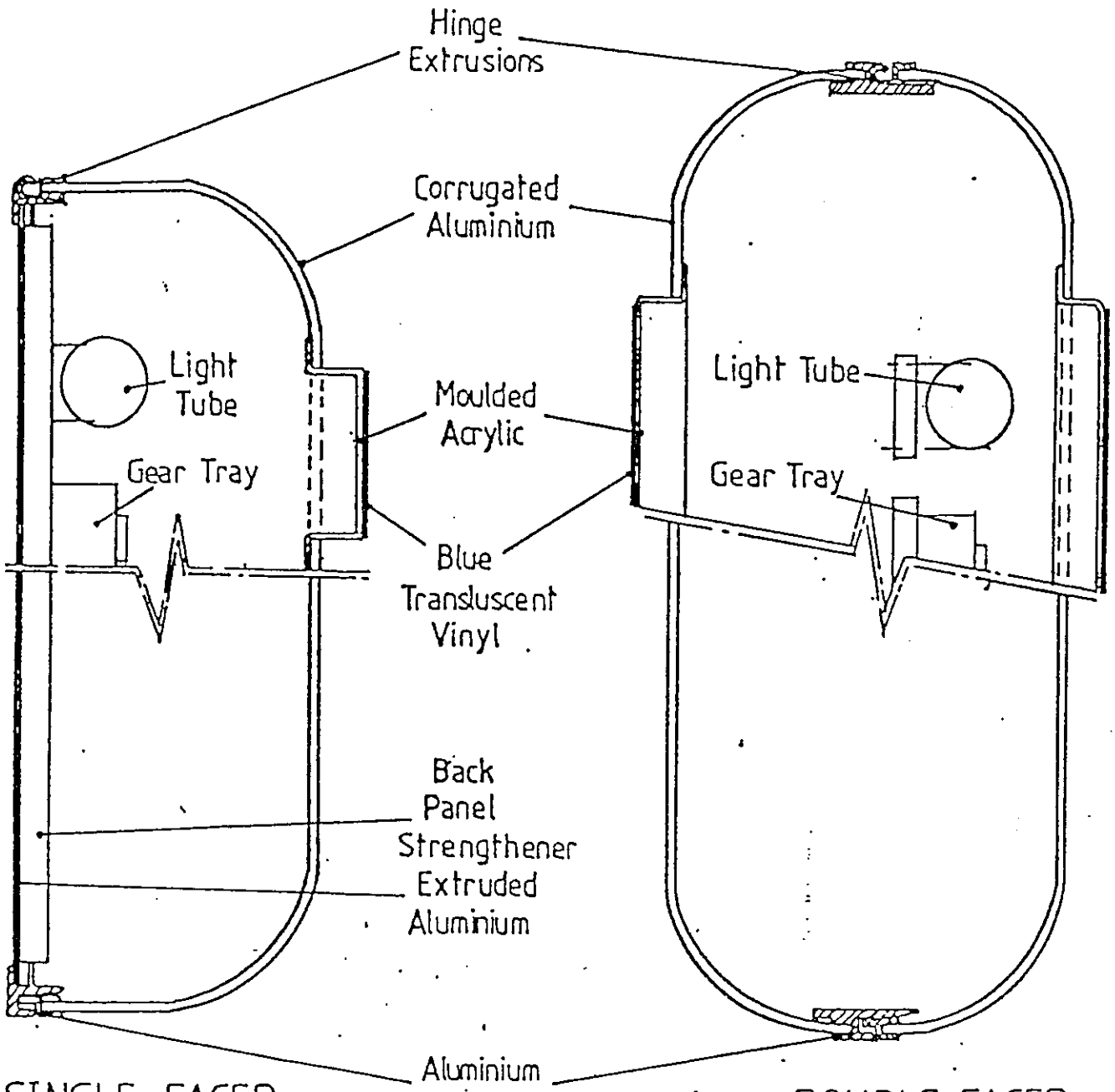
Site

Scale

Date

colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145

Standard Material & Construction Cross Section regarding Ford DIAP.



SINGLE FACED:

Fascias, Box signs, Lawn signs, Pole signs.

DOUBLE FACED:

Box signs, Lawn signs, Pole signs.

FORD DIAP

	(1200)	(900) SIZE	(600)
PROFILE SIZE IN SECTION	1	2	3
DIM. 'A'	186mm	154	127

Site

Scale

Date

colorlux limited

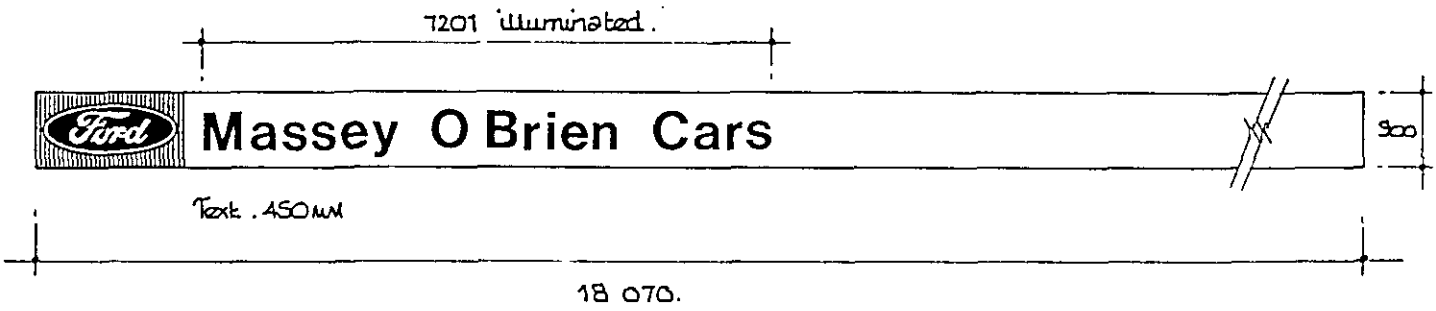
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE

Telephone: 0689 898888
Fax: 0689 896145



SIGN A

Fascia - Size 2 x 18070mm, partially illuminated, mounted onto 30mm battnes to clear vertical timber centre of elevation.



FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

Scale N.T.S.

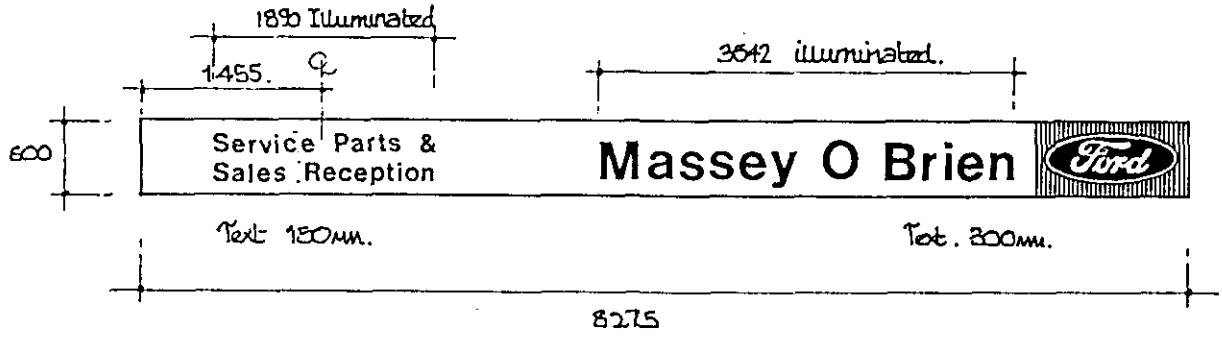
Date August. '91. T.C.

colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145



SIGN B

Fascia - Size 3 x 8275mm, partially illuminated, mounted onto Type F1 adjustable brackets, fixed direct to brickwork.



Ford . FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

Scale N.T.S

Date August . '91 T.C.

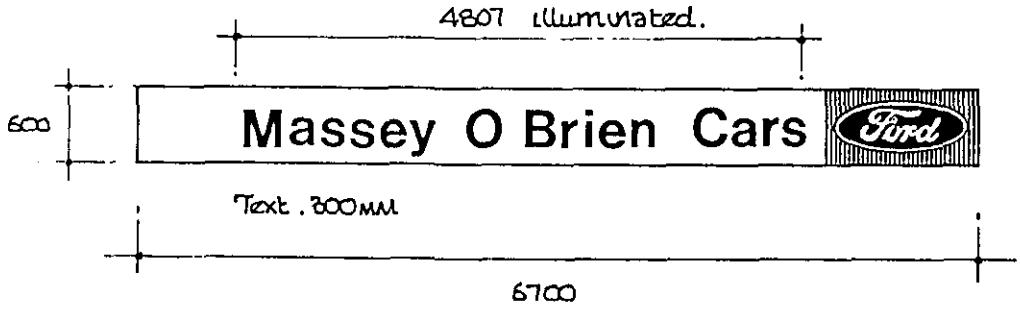
colorlux limited
1 MURRAY BUSINESS CENTRE
MURRAY ROAD
ORPINGTON
KENT BR5 3RE
Telephone: 0689 898888
Fax: 0689 896145



7.

SIGN C

Fascia - Size 3 x 6700mm, partially illuminated, mounted onto 30mm battens, fixed direct to brickwork.



Ford . FORD DIAP

Site MASSEY O'BRIAN CARS - HOLBEACH

Scale N.T.S.

Date August . '91. T.C.

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