

March 2019
Our Ref: 5333

NYMNP/PA

28/03/2019

**PLANNING SUPPORTING STATEMENT
PROPOSED ADVERTISEMENT**

**WILF NOBLE BUILDING SUPPLIES LIMITED
SNEATON LANE, RUSWARP, WHITBY, YO22 5HL**

1.0 INTRODUCTION

- 1.1 This report has been commissioned by Wilf Noble Building Supplies Limited in relation to a proposed advertisement for their business at Sneaton Lane, Ruswarp. This is as per the attached location and block plan plus sign specification.
- 1.2 The application is for a new post and panel advertisement with lighting to replace the existing banner signage.
- 1.3 This Report has been prepared by Mr Louis Stainthorpe. Louis Stainthorpe is a Chartered Building Surveyor. He holds a Honours Degree in Building Surveying and is a professional Member of the Royal Institution of Chartered Surveyors.

2.0 THE PROPOSAL

- 2.1 Wilf Noble Building Supplies Limited lies to the south of the River Esk in a section of Ruswarp that is primarily industrial with only a few residential properties.
- 2.2 The site is currently accessed primarily to the west of Ruswarp Service Station which is to the east of the car park of the Ruswarp Livestock Mart. The building is set back from the highway therefore signage and advertisement is a key factor for the business.
- 2.3 A section of land is in the process of being purchased from Ruswarp Livestock Mart which is ringed in red on the location plan. It is at this position where post and panel signage is to be located to replace existing banner signs secured to trees at the entrance. A separate application for amendments to the entrance including removal of the trees that advertising banners are currently secured to is being submitted to the National Park to run alongside this application. This includes removal of a section of hedge against the highway and the existing leylandii trees to improve health and safety by increasing the visibility splay.

3.0 THE DESIGN

- 3.1 The advertising sign has been professionally designed by Signs Express at Cayton Low Road in Scarborough by their director Mr David Lloyd.
- 3.2 Attached to this application are the following items:-
- Photograph illustrating the existing banner signage secured to the trees.
 - A 1:20 scale proposed drawing of the sign.
 - A planning status drawing of the sign in elevation clearly illustrating it is 5 meters in height and 1.5 meters in width with mechanically fixed lighting over. The lighting is directional being downward only onto the sign to minimise its impact.
 - Site location and block plan.
 - Specification of the lights- Nano Lighting. These utilised LED technologies and are of a slimline specification. (anticipated 194cd/m2)

The signage has been positioned so there is limited adverse impact on the visibility splay but also such that it is clearly visible to passers by to identify the site.

Photograph of the existing signage to be removed shown below:



4.0 NORTH YORK MOORS NATIONAL PARK AUTHORITY- CORE STRATEGY AND DEVELOPMENT POLICIES (2008- LOCAL PLAN)

4.1 The Local Plan document sets out the policies which guide where new development will take place in the Park with a determined planning proposal/application. The policies in the Plan are still in force but work I continuing on a new local plan which will likely be in position from 2020-2035.

4.2 Development Policy 9- Advertisements

Advertisements will only be permitted where:

- 1. The size, scale, proportions, design, position and materials of the advertisement do not detract from the character and appearance of the host building or site and/or the wider streetscape and landscape of the National Park.*
- 2. The number of advertisements is kept to a minimum to avoid clutter.*
- 3. There will be no adverse effect on residential amenity or public and highway safety.*

4. In the case of advance directional advertisements, it can be demonstrated that the sign is reasonably required to locate the related enterprise, the sign will not have an adverse impact on the character and appearance of the locality and will not, either individually or cumulatively, impact on highway safety and will be located outside of the limits of the highway. Advertisements will not be permitted for businesses eligible for 'white on brown' tourism signing.

- 4.3 The applicant fully appreciates the impact of signs and advertisements on the character and appearance of the locality. In this instance the area is primarily industrial and the proposal seeks to improve the way in which Wilf Noble Building Supplies Limited is presented along Sneaton Lane.
- 4.4 The removal of the Leylandii tree with banner signage and replacement with modern high-quality post and panel advertisement would benefit the area.
- 4.5 The scale of the signage is such that it is not envisaged to have any adverse effect on residential amenity or highway safety. It keeps advertisements to a minimum to avoid clutter. The signage is for a host building that is of considerable size therefore it is not out of character. Its proportions are like other signage along Sneaton Lane such as that of Ruswarp Service Station which has been in position for many decades.
- 4.6 The lighting has been designed so that it is directional and facing downwards only to minimise any light pollution. Such lighting is required as during winter months the signage could effectively be in the dark for early and late parts of the day.

5.0 CONCLUSION

- 5.1 There have been other examples in the National Park where signs adjacent the roadway have been approved. The online planning application forms only have the facility for the proposal to include signage for a 5-year period, however the proposal is for the signage to be in position for perpetuity while Wilf Noble Building Supplies Limited are in business at this locality.
- 5.2 The signage is an improvement on the existing arrangements and goes hand in hand with safety improvements to the entrance.
- 5.3 Taking account of the above, the development is considered to accord with the policies of the development plan and it is requested that planning permission should be granted.

Louis Stainthorpe

BSc (Hons), MRICS, RICS Registered Valuer, MCABE
Bell Snoxell Building Consultants Ltd

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Building Supplies
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nanolight

Nanolight is the new, brighter and more efficient LED sign lighting solution. The latest LED Strip technology inside Nanolight consumes only 11.5 watts of power per metre, with an impressive light output of 1610 lumens. It is the slimmest trough light in the UK with internal LED drivers, enclosed in a sleek 44mm aluminium profile sealed to IP66. Installation is fast and easy thanks to the included quick-fix brackets and our precision engineered 'plug & play' middle connector system, when linking two or more units.



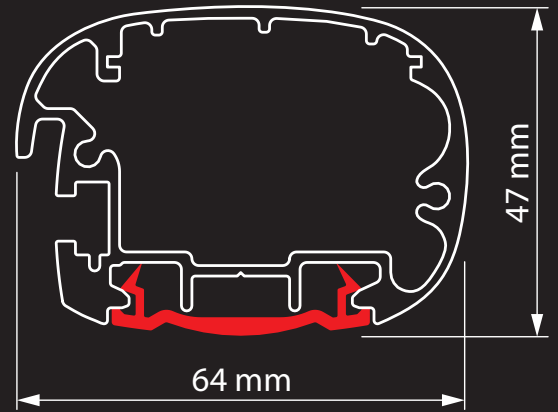
IP66 Waterproof
Quick-fix brackets
140 lumens per watt
5 year parts warranty
Sections up to 5000mm
Manufactured to any length*



* Minimum length 300mm. Sizes greater than 5000mm supplied in two or more sections and will be joined with a middle connector.

TECHNICAL SPECIFICATION

- Slim 44mm aluminium profile*
- Dust and water tight - sealed to IP66
- Length: Any size to nearest millimetre (300mm minimum – 5000mm maximum per section)
- Magnifying lens with built in gasket
- Internal Tridonic LED drivers**
- 1610 lumens per metre output
- 11.5 watts per metre
- Quick-fix brackets
- 2 part fully sealed middle connector system
- 5 year parts warranty
- Conforms to EN65958 electrical safety requirements and tested by Nemko Ltd



* 47mm profile including lens. **Mean Well drivers used in trough lights smaller than 1000mm.

200MM QUICK-FIX BRACKETS INCLUDED

- 4-way adjustability to reach the preferred angle
- Available in various sizes for ideal light projection*
- Powder coated and finished to match Nanolight
- Strong yet unobtrusive, perfectly coordinated with Nanolight
- T-shaped brackets to hang and hold Nanolight in place whilst fastening.



* Nanolight also fits on to our current range of brackets.

STOCK COLOURS



white
RAL 9003



black
RAL 9005



yellow
RAL 1023



red
RAL 3020



blue
RAL 5002



grey
RAL 7043



silver
RAL 9006

Nanolight is available in a variety of stock colours (black/white semi-gloss finish included at no extra cost). We can also powder coat to non-stock RAL colours in various finishes. Prices available on request.

OPTIONS

- Quick-fix brackets also available with 100, 300, 400 & 500mm projection.
- Other styles of brackets available to suit various installations
- Choice of LEDs – 6000K cool white as standard. Or choose 3000K warm white.



* Vision Depot Ltd reserve the right to change this information at any time without notice.

www.visiondepot.co.uk