

North York Moors National Park Authority

Borough: Scarborough Borough Council
Parish: Newholm-Cum-Dunsley

Application No. NYM/2019/0102/AD

Proposal: advertisement consent for erection of non-illuminated timber sign

Location: Millbry Hill, Guisborough Road, Selly Hill, Whitby

Decision Date: 18 April 2019

Consultations

Parish -

Highways - No objection.

Site Notice Expiry Date - 25 March 2019.

Director of Planning's Recommendation

Approval subject to the following conditions:

1 – 6. Standard Advertisement Condition

1. This consent is only valid for a period of five years from the date of this decision.
2. 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.
3. No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
4. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
7. The development hereby approved shall be only carried out in strict accordance with the detailed specifications and plans comprised in the application hereby approved or in accordance with any minor variation thereof that may be approved by the Local Planning Authority.
8. Notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (or any order revoking and re-enacting that Order), no further erection of signage shall take place which is visible from the A171 without a further grant of permission being obtained from the Local Planning Authority.

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Reasons for Conditions

- 1 – 6. Standard condition numbers 1 to 6 (set out overleaf) are imposed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
7. For the avoidance of doubt and to ensure that the details of the development comply with the provisions of NYM Core Policy A and NYM Development Policy 3, which seek to conserve and enhance the special qualities of the NYM National Park.
8. In order to enable the Local Planning Authority to retain control over future advertising in the interests of safeguarding the appearance of the site in line with NYM Development Policy 9 and NYM Core Policy A, which seek to enhance and conserve the special qualities of the NYM National Park and secure high quality design for new development.

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Background

The application site is at the entrance to the Millbry Hill country store (formerly the Selly Hill Depot) approximately 2km west of Whitby. The site is positioned on the north side of the Guisborough to Whitby Road (A171) and this application relates to a replacement/amended roadside sign.

Advertisement consent was first granted in 2013 for a large 'v'-shaped sign measuring 8.4m at its highest point, constructed of three wooden poles of similar dimensions to telegraph poles.

That consent has now lapsed and consent to continue advertising the premises is sought under this application. Rather than being an application for the continuation of permission for the existing sign, this application proposes a significant reduction in height to a maximum of 5.5 metres, carrying one larger main sign and two additional smaller signs for individual businesses. It is proposed to adapt the existing structure as opposed to erecting an entirely new sign.

Main Issues

The relevant policies contained within the NYM Core Strategy and Development Policy Document to consider with this application are Core Policy A (Delivering National Park Purposes and Sustainable Development) and Development5 Policy 9 (Advertisements).

CPA seeks to further the National Park purposes and duty by encouraging a more sustainable future for the park and its communities whilst conserving and enhancing the Park's special qualities. Priority will be given to development that will not have an unacceptable impact on the wider landscape, quiet enjoyment of the Park or quality of life of residents or visitors; development in locations and of a scale which supports the character and function of settlements; maintaining and enhancing the natural environment; conserving and enhancing the landscape, settlement, building features and historic assets of landscape character areas; applying sustainable design and energy use; provision of a choice of housing; strengthening and diversifying the rural economy and enabling access to services, facilities, jobs whilst minimising environmental impacts of transport.

DP9 states that advertisement will only be permitted where the size and details of the sign do not detract from the character of the building, streetscape or landscape; where the number of advertisements is kept to a minimum to avoid clutter; where there will be no adverse effect on residential amenity; and in the case of advance directional signs, it can be demonstrated that the sign is reasonably required to locate the related enterprise and the sign will not have an adverse impact on the character of the area or highway safety.

The main issues to consider with this application are whether the proposal is likely to have an effect on road safety and whether the proposal would conserve the character of the area and special qualities of the wider National Park.

The existing sign was considered to be appropriate in the context of the newly upgraded vehicular access and in relation to the mature tree which provided a good visual context for the sign. It also ensured all business operating at the site could be grouped together on one sign, rather than having a proliferation of signage at the entrance to the site.

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The existing sign is undoubtedly large and unusual within the National Park. Consequently the proposal to reduce the height to 5.5 metres is welcomed. For this reason, the sign is considered to result in a visual enhancement when compared with the present structure.

The Highway Authority has advised that as the proposal is for a reduction to the existing approved sign, there are no matters that would give highway concerns, consequently no objections are offered.

No other comments have been received and therefore, in view of the above, approval is recommended.

Explanation of how the Authority has Worked Positively with the Applicant/Agent

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.