

# North York Moors National Park Authority

## Delegated decision report

### Application number

NYM/2019/0731/AD

### Development description

advertisement consent for the repositioning of existing sign and the display of 2 no. non-illuminated signs at the site entrance

### Site address

Lady Cross Plantation Caravan Park, Egton

### Parish

Egton

### Case officer

Mrs Ailsa Teasdale

## Director of Planning's Recommendation

Approval subject to the following:

### Condition(s)

Condition number	Condition code	Condition text
1-6	ADVS01	<p>Standard Advertisement Condition</p> <ol style="list-style-type: none"><li>1. This consent is only valid for a period of five years from the date of this decision.</li><li>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.</li><li>3. No advertisement shall be sited or displayed so as to<ol style="list-style-type: none"><li>(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</li><li>(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or</li><li>(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.</li></ol></li><li>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.</li><li>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.</li><li>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.</li></ol>
7	PLAN00	<p>Notwithstanding the details submitted on the proposed entrance plans 101 06 01 dated 17 October 2019, the ground lights at the entrance walls shall not be installed as agreed to by the applicant in their email dated 24 March 2021.</p>

Reason(s) for condition(s)

Reason number	Reason code	Reason text
1-6	ADVS01	Standard condition numbers 1 to 6 (set out overleaf) are imposed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
7	PLAN00	For the avoidance of doubt and to conform with the requirements of Policy ENV4 of the NYM Local Plan.

## Consultation responses

### Parish

The Council did have concerns over too much excessive light from illuminated signs for planning application, NYM/2019/731/AD

### Highways

On the clear understanding that the ground lighting units are located as shown on the application plan, there will be outside the publicly maintainable highway limits, therefore there are no local highway authority objections to the proposed development.

### Natural England

There is no requirement to consult Natural England on this application and we are therefore unable to provide a response

### Publicity expiry

18 April 2021



Existing site entrance and sign

## Background

This application is accompanied by application NYM2019/0730/FL which includes alteration to the existing access at Lady Cross Caravan Park. This is the associated Advertisement Consent application.

Approval has been recommended to the widening of the access and replacement of the existing post and rail fencing with curved drystone walls which will allow for the display on the site name on them. The application also includes the repositioning of the existing entrance sign set under a canopy which will be located behind the wall on the south side of the access.

Under this application advertisement consent is sought for a curved powder coated aluminium sign on both on the entrance walls and the relocation of the existing canopy structure. The wall signs were originally proposed to be lit by uplighters, however this element has since been removed from the application. The existing canopy advertisement will be downlit from within the canopy.

## Main issues

### Local Plan

Policy BL9 - Advertising and Signposting states that proposals will only be permitted for the display of advertisements where the scale, design, material, finish, position, illumination and number will not, either on its own or in combination with existing advertisements, harm the character of the host building, street scene or wider landscape; and there will be no adverse effect on local amenity or public or highway safety.

Policy ENV4 – Dark Night Skies states that the darkness of the night skies above the National Park will be maintained and where possible enhanced. All development will be expected to minimise light spillage through good design and lighting management and the following lighting principles will be applied:

No external lighting will be permitted in Remote Areas;

In Open Countryside proposals that involve external lighting will only be permitted where it can be demonstrated that the lighting is essential for safety or security reasons and the lighting details meet or exceed those set out in any lighting guidelines adopted by the Authority;

### Discussion

The proposed additional advertising is largely as a result of the increase in width of the existing access road to the site and the desire to make the entrance to the site more appealing and visually noticeable to approaching caravans on arrival. The curved drystone walls will achieve this in themselves and are considered to be a traditional but decorate manner in which to design the entrance of the site. The location of a curved metal sign on these walls is considered to be appropriate for the setting, now that the illumination of the signs previously proposed has been removed.

The application also includes the relocation of the existing canopy sign to a location 2m back from the curve of the wall which is also considered to be acceptable in this location. This structure includes a light in the top of the trough which shines down onto the sign below which is considered to be acceptable as it is existing and shielded from spreading light up over due to the canopy.

The application has been subject to negotiations to remove the upward lighting from the entrance walls, however as now proposed the design is considered to be appropriate for this rural setting.

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

The Authority's Officers have appraised the scheme against the Development Plan and other material considerations and recommended changes to the lighting proposed in the proposal, so as to deliver sustainable development.