

# North York Moors National Park Authority

## Delegated decision report

**Application reference number:** NYM/2021/0931/AD

**Development description:** advertisement consent for the siting of touch screen information display (renewal of advertisement consent NYM2016/0001/AD)

**Site address:** Station Road Stores, Post Office, Station Road, Robin Hoods Bay

**Parish:** Fylingdales

**Case officer:** Miss Lucy Gibson

**Applicant:** Graham Kemp  
Beacholme, Covet Hill , Robin Hoods Bay, Whitby, YO224SN

**Agent:**

## 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 ten 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	PLAN02	<p>Strict Accordance With the Plans/Specifications or Minor Variations</p> <p>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</p>

		Local Planning Authority.
8	MISC00	The luminance value of the installation hereby approved shall not exceed 400cd/m2 unless otherwise agreed in writing with the Local Planning Authority.

**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 ensure that the details of the development comply with the provisions of Strategic Policies A and C of the North York Moors Local Plan, which seek to conserve and enhance the special qualities of the National Park.
8	MISC00	In accordance with Policy BL9 of the North York Moors Local Plan and in the interests of highway safety and the general amenity of the area.

## Consultation responses

### Parish

No objections

### Highways

No objections

## Third party responses

None

## Publicity expiry

Site notice expiry date- 28<sup>th</sup> December 2021



Photograph showing the front elevation of the Station Road Post Office and the touch screen information display in situ.

## Background

Station Road stores is used as a general stores and Post Office, located in the centre of the upper part of Robin Hoods Bay on the main pedestrian route between the Station Road car park and the older part of the town. The building itself was formerly a residential bungalow and is set back 9 metres from Station Road.

Planning permission was granted in 2007 to allow hot food service and the construction of a seating area.

This application seeks advertisement consent for the continued display of an illuminated touchscreen information board to the front left of the forecourt, facing Station Road. This board was originally granted consent in 2016.

## Main issues

### Local Plan

The most relevant policy of the NYM Local Plan in the determination of this application for advertisement consent is Policy BL9 (Advertising and Signposting). Policy BL9 seeks to ensure that 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 that there will be no adverse effect on public or highway safety.

### Material Considerations

The proposal seeks to renew the advertisement consent for the existing illuminated touchscreen information display which has been in situ for the previous five years. It is considered to be compatible with the street scene and wider landscape due to its small scale nature and position set back from the road. The display is also adjacent an already established information point, the parish council board. As such, there is no adverse effect on public or highway safety.

Condition 3, as was applied to the original 2016 consent, will also help to mitigate the luminescence levels and therefore further maintain highway safety.

There have not been any comments or complaints in relation to the existing display and the proposed continued display of the touch screen information board is considered to meet the above policy requirements. The applicants have asked for a longer period than the standard 5 year time period, a 10 year consent is considered acceptable in the circumstances of this case.

In view of the above, approval is recommended.

### Pre-commencement conditions

None.

### 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 confirmed to the applicant/agent that the development is likely to improve the economic, social and environmental conditions of the area.