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NYMNP

18/12/2023

North York Moors National Park Authority
Planning Department,
The Old Vicarage
Bondgate,
Helmsley,
York,
YO62 5BP

Our Ref: 23/415

11th December 2023

Dear Sir / Madam,

RE: RE-APPLICATION FOR ADVERTISEMENT CONSENT FOR FREESTANDING SIGNAGE AT MILLBRY HILL STORE LOCATED AT GUISBOROUGH ROAD, SELLY HILL, WHITBY

This letter relates to the re-application for advertisement consent for freestanding signage at Millbry Hill store at Guisborough Road, Selly Hill, Whitby. It accompanies and should be read alongside the following documents submitted as part of the application:

- Application form;
- Site Location Plan; and
- Proposed Site Layout Plan

Millbry Hill is a family-run country store supplying a wide range of pet and equestrian products along with country clothing, with stores located throughout North Yorkshire & Cumbria. The Whitby store is located next to a dog grooming salon and a storage unit on the north side of the A171 Guisborough Road.

Previous advertisement consent for the erection of non-illuminated timber sign was granted in 2019 (NYM19/102/AD) for a temporary period of 5 years. Prior to that, consent was granted in 2013 (NYM/2013/0648).

Policy BL9 (Advertising and Signposting) of the North York Moors National Park Authority Local Plan states:

'Proposals will only be permitted for the display of advertisements where:

- 1. 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*
- 2. There will be no adverse effect on local amenity or public or highway safety.'*



Figure 1: Location Plan

Gateway House, 55 Coniscliffe Road, Darlington, Co. Durham, DL3 7EH



It also notes restrictions on the erection of advertisements within Conservation Areas, however as the application site is not within a Conservation Area this is not applicable.

Paragraph 136 of the National Planning Policy Framework (NPPF) states *"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

The proposed signage is located on the A171, adjacent to the access to the site. The signage is formed on a Triangular base with signage on 2 faces so as to be seen by traffic approaching in either direction. It is raised from the ground by approximately 0.3m. The signage has a height of 5.5m and a width of 2.5m. It is constructed out of timber frames to accommodate 2.5m long signs which are powder and painted mild steel and plywood boards. The freestanding signage provides details of the products and facilities available in order to attract potential customers and is not considered out of character in this location. Furthermore, the proposals will not lead to a clutter of signage.

In terms of impact on the amenity of the surrounding area, the advertisement would visually relate to the adjacent retail unit. The signage would be set back from the road edge to within the boundary of the retail store so as to avoid any risks to public safety. The signage would not be cluttered with information but would contain sufficient detail so as to attract passing trade. In addition, during the consultation of the 2019 application, Highways were consulted and raised no objections.

In conclusion, in view of the fact that consent has already been granted for a total of 10 years (over 2 applications) and the proposed sign remains unchanged from what was granted in the previous application (2019), it is our view that the proposals would not harm the character of the wider landscape or adversely affect the local amenity or public or highways safety, and subsequently accords with Local Plan Policy BL9 and Paragraph 136 of the NPPF.

I trust the submitted information is of assistance and provides sufficient information to enable you to formally validate and determine the application. Should you have any queries in the meantime please do not hesitate to contact me.

Yours faithfully

Philippa Hirst
Planning Assistant



A tall, vertical wooden sign for Millbry Hill. The sign features a green heart logo at the top, followed by the text 'Millbry Hill' and 'The Country Store'. Below this, there are two columns of services listed under the heading 'OPEN 7 DAYS A WEEK'. At the bottom, there is a section for 'AR STORAGE' and 'Dog Grooming & Doggy Daycare Centre'.

Millbry Hill
The Country Store

OPEN 7 DAYS A WEEK

Country Clothing
Pet Supplies
Equestrian
Small Holder
Country Gifts

AR STORAGE

Dog Grooming & Doggy Daycare Centre

