

**Town and Country Planning Act 1990
North York Moors National Park Authority**

**Town and Country Planning
(Control of Advertisements) (England) Regulations 2007**

To: Sererna Harriman
c/o ELG Planning
fao: Miss Philippa Hirst
Gateway House
55 Coniscliffe Road
Darlington
DL3 7EH

The above named Authority being the Planning Authority for the purposes of your application validated 18 December 2023, in respect of proposed display of advertisements namely **erection of non-illuminated timber sign (resubmission of expiring consent NYM/2019/0102/AD)** at **Millbry Hill, Selly Hill, Guisborough Road, Whitby** has considered your said application and has **granted** consent for the display of the advertisements subject to the following:

Condition(s):

1. This consent is only valid for a period of five years from the date of this decision.
2. Any advertisements displayed and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
5. 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.
6. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
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.
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.

Continued/Reason(s) for Condition(s)



Mr C M France
Director of Planning

Date 12 February 2024

Please note your rights of appeal are attached to this decision notice

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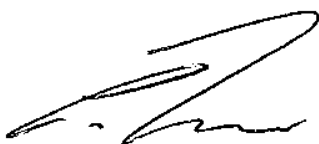
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Reason(s) for Condition(s)

- 1 – 6. Standard condition numbers one to six (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 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. In order to comply with the provisions of Policy BL9 of the North York Moors Local Plan which seek to protect the amenity of the locality and to conserve and enhance the special qualities of the North York Moors National Park.

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.



Mr C M France
Director of Planning

Date 12 February 2024

Please note your rights of appeal are attached to this decision notice

Standard Conditions

Standard condition numbers one to six are imposed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Rights of Appeal

- (1) If the applicant is aggrieved by the decision of the Local Planning Authority to refuse consent for the proposed display of advertisements or to grant consent subject to conditions other than the Standard Conditions, they may, by notice served within eight weeks of receipt of this notice, appeal to the Secretary of State in accordance with Regulation 17 of the Town and Country Planning (Control of Advertisements) Regulations, 2007. The Secretary of State is not however, required to entertain such an appeal if it appears to him that consent for the proposed display of advertisements could not have been granted by the Local Planning Authority, or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the provisions of Sections 78 & 79 of the Town and Country Planning Act 1990 and of the Regulations and to any directions, given under the Regulations.
- (2) An aggrieved applicant wishing to exercise their right of appeal under Regulation 17 of the Town and Country Planning (Control of Advertisements) Regulations, 2007, they should do so using a form which you can get from the Secretary of State at:

**Temple Quay House
2 The Square
Temple Quay
Bristol
BS1 6PN
(Tel: 0303 444 00 00)**

or online at www.planningportal.gov.uk/planning/appeals

Notes

1. Please note, only the applicant possesses the right of appeal.
2. The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
3. If this is a consent this does not include permission for the illumination of the approved advertisement unless authority to illuminate is specifically included in the terms of the consent above. If permission is desired subsequent to the issue of this permission an application must be made to the Local Planning Authority for this purpose in accordance with the provisions of the above-named regulations.
4. If this is a consent your attention is particularly drawn to the conditions under which approval has been given to your proposals.
Failure to comply fully with the conditions could lead to enforcement action resulting in work already done being demolished or prosecution in Magistrates' Court.