

North York Moors National Park Authority

Delegated decision report

Application reference number: NYM/2023/0861

Development description: advertisement consent for erection of non-illuminated timber sign (resubmission of expiring consent NYM/2019/0102/AD)

Site address: Millbry Hill, Selly Hill, Guisborough Road, Whitby

Parish: Newholm-Cum-Dunsley

Case officer: Miss Megan O'Mara

Applicant: Sererna Harriman

1 Mount Pleasant Way, Stokesley Business Park, Stokesley, TS9 5NZ

Agent: ELG Planning

fao: Miss Philippa Hirst, Gateway House, 55 Coniscliffe Road, Darlington, DL3 7EH,

Director of Planning's Recommendation

Approval subject to the following:

Condition(s)

Condition number	Condition code	Condition text
1 – 6.	ADV01	<ol style="list-style-type: none">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

Condition number	Condition code	Condition text
		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.	PL02	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.	MCO0	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.

Reason(s) for condition(s)

Reason number	Reason code	Reason text
1 - 6	RSN AD01	Standard condition numbers one to six (set out overleaf) are imposed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
7	RSN PL01	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	RSN AD02	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.

Consultation responses

Parish

No objections

Highways

No objections

Third party responses

No responses

Publicity expiry

Advertisement/site notice expiry date: 31 January 2024

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 the renewal of consent for an existing 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 lapsed and consent to continue advertising the premises was granted in 2019; this consent also included amendments to the original sign which saw 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.

The 2019 consent is due to expire in April 2024 and as such, this application has been submitted seeking a renewal of advertisement consent for the existing sign for an additional 5 years. No alterations to the existing sign are proposed.

Main issues

Local Plan

Policy BL9 relates specifically to advertising and signposting. This policy states that development can be supported 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. In addition, within Conservation Areas and on buildings identified as heritage assets, illumination will only be supported where the fittings, wiring and level of illumination is designed to conserve or enhance the historic character and appearance of the building and the Area. In the case of advance directional advertisements or signposts, it can be demonstrated that the sign is reasonably required to locate the related enterprise, the sign will not have an adverse impact on the character and appearance of the locality and will not, either individually or cumulatively, impact on highway safety and will be located outside of the limits of the highway. Advertisements will not be permitted for businesses eligible for 'white on brown' tourism signing.

The signage to which this application relates has been in situ since 2013 and in its amended form since 2019. Although relatively prominent, It is not considered that the existing signage causes any significant harm to the surrounding area, taking into account the locational context and as such, it is considered acceptable to renew consent for an additional 5 years.

In view of the above, it is recommended that advertisement consent is granted.

Public Sector Equality Duty imposed by section 149 of the Equality Act 2010

The proposal is not considered to unduly affect any people with protected characteristics.

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.