

~ Statement & Supporting information ~

Planning Application for a directional "Monolith" York stone Sign  
at

**Whitby Holiday Park**

Whitby

North Yorkshire

YO22 4JX



**Lambe Planning & Design**  
Consultants for Planning, Design and Landscape

NYMNP  
31 JAN 2013

**Application Description:**

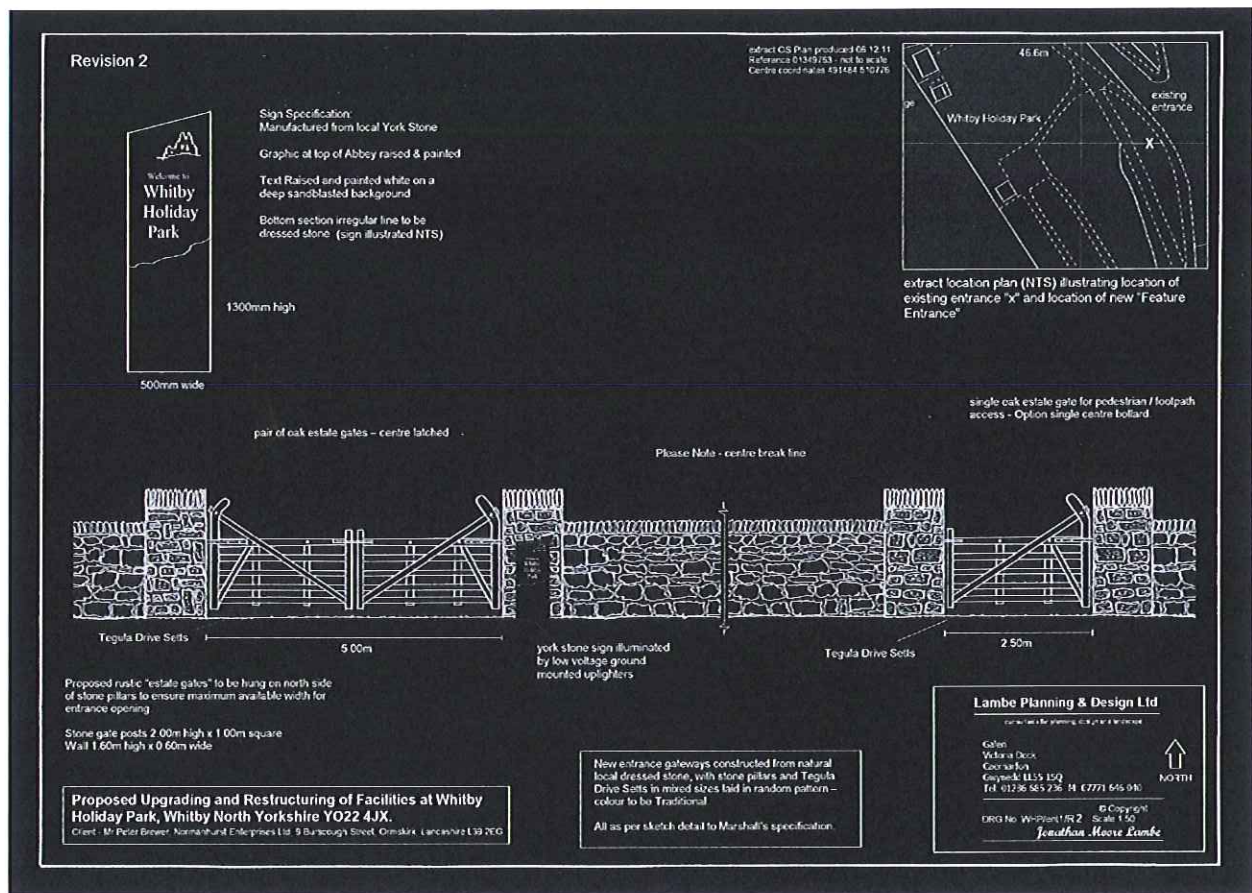
Planning Application for one directional "Monolith" York stone sign.

**Applicant :-** Normanhurst Enterprises Ltd, 9 Burscough Street, Ormskirk, Lancashire. L39 2EG

1. This Planning Application is for one new "Monolith" York stone sign located at the entrance to Whitby Holiday Park.

2. The purpose of the sign is to provide clear concise signage for visitors to the Park during both day and night who may be unfamiliar with the area and arriving out of hours. It therefore has a Health & Safety element to its use.

**Figure 1.** The new Monolith sign is to be incorporated into the new "Feature Entrance" granted planning Consent on 30th August 2012 (NYM/2012/0453/FL). Extract of drawing below illustrates the location of the proposed sign superimposed upon the Entrance Drawing.



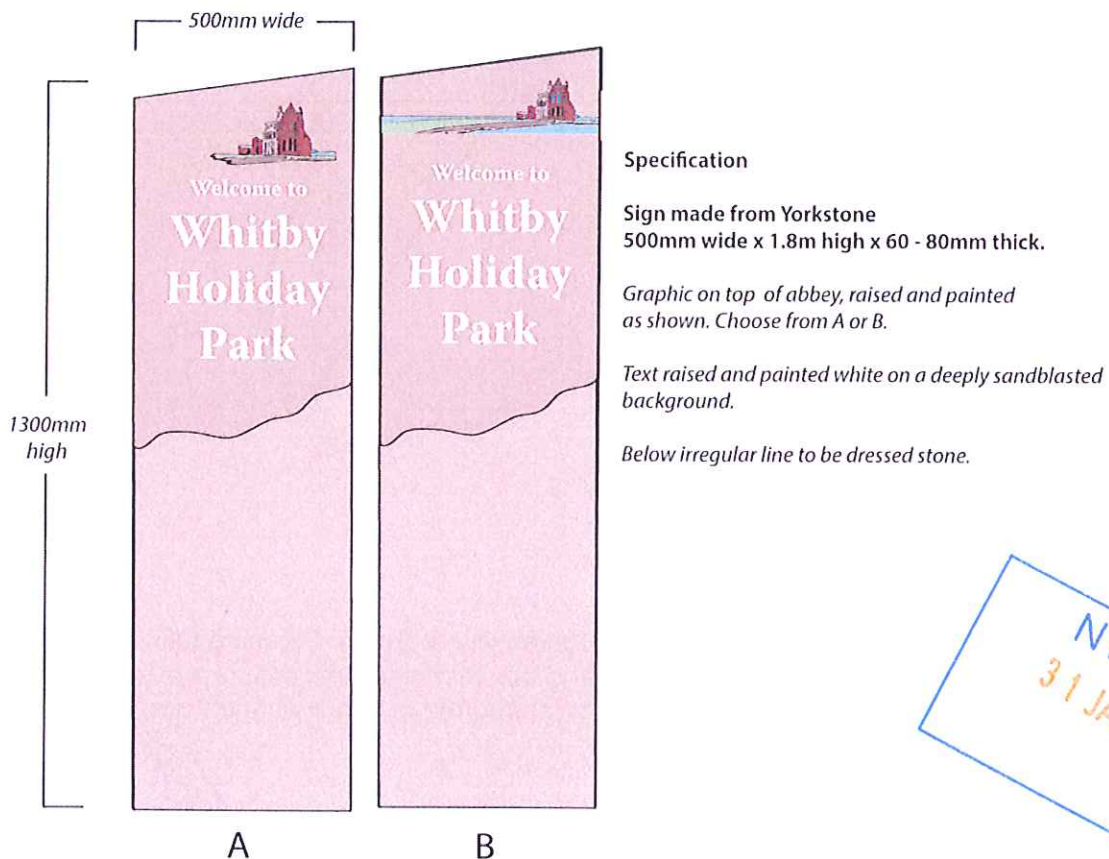
3. The sign is to be manufactured from Traditional York stone to blend into the locality and also compliment the new "Feature Entrance" – the construction of which is being commenced shortly. The proposals form part of the on-going continual upgrading and restructuring of Whitby Holiday Park, which has been the subject of recent Planning Applications and Approvals. This is to ensure that Whitby Holiday Park maintains its presence as a quality Holiday Park within the locality which contributes significantly to the local rural economy and employment in the area.

4. The dimensions of the proposed sign are 1300mm high x 500mm wide by 60 to 80mm thick. The text is to be raised and painted on a deeply sandblasted background, with the lower part of the sign being dressed stone. To the top of the sign is a graphic of Whitby Abbey, which reflects the setting of the Holiday Park. Lettering to be painted white with a maximum height of 77mm.

**Figure 2.** Photograph below - illustrating the existing entrance which already has the benefit of planning Consent for upgrading with the new "Feature Entrance" Granted under Planning Consent NYM/2012/0453/FL (figure 1 refers). The construction of this new entrance is due to commence shortly with the new proposed "Monolith Sign" being incorporated into the design. Sign location to be to right hand side of vehicular entrance – highlighted yellow arrow.



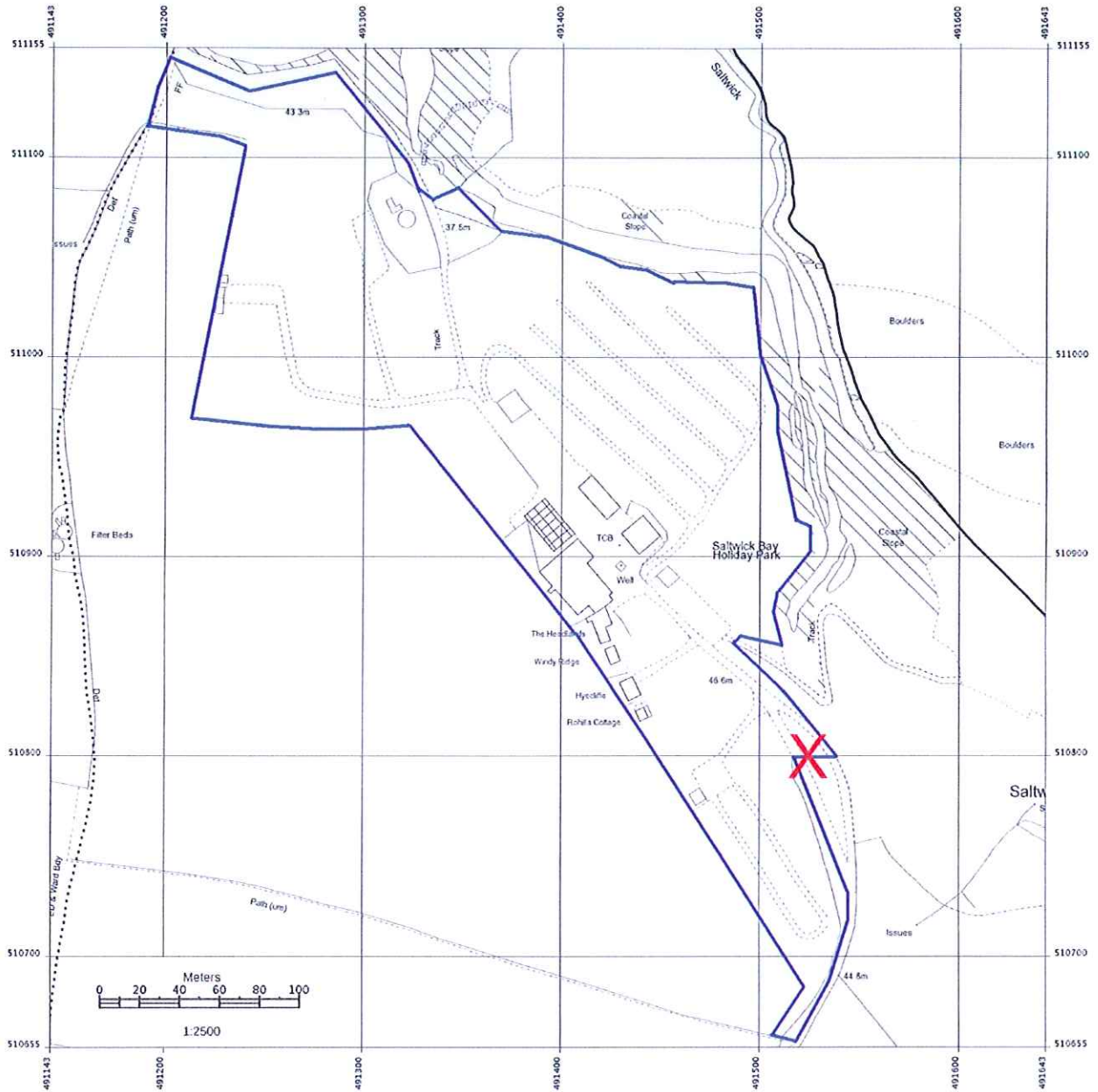
**Figure 3.** Below illustrates sign specification / design . Please see larger scale drawing in the Appendix of this statement.



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**Figure 4.**

Extract reduced scale Location plan illustrating the location of the proposed sign.



5. A verbal pre Application consultation was undertaken with a Senior Planning Officer – Mrs Hilary Saunders on 23<sup>rd</sup> January 2013 regarding this Planning Application. We were advised that the application was straight forward, it could be supported in principal and there did not appear to be any issues.

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7. The Park is located in a heavily populated tourist area, with coastal frontage, and has the benefit of direct access to the beach. The area has several large holiday parks – the nearest being Stoupe Cross (almost adjacent) and Highgate Howe, both of which provide a similar holiday product and are therefore in direct competition with Whitby Holiday Park.

The Park therefore needs to continue to evolve and upgrade to meet the demands of discerning holiday makers and to enable it to compete with other holiday parks in the area and around the country which are also undergoing upgrading.

We would therefore be grateful if this Planning Application were to be considered for Approval given the benefits the proposal will bring to the continued upgrading of Whitby Holiday Park.

Jonathan Moore Lambe 29<sup>th</sup> January 2013

**Appendix 1.** Site Location Plan @ 1:2500 scale

**Appendix 2.** Design & Specification of Monolith Sign



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