

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

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

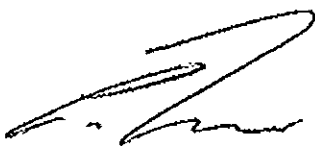
To Armstrong Richardson  
c/o Elder Lester McGregor  
fao: Mr Ian McGregor  
Reeds Mill  
Atlas Wynd  
Yarm  
TS15 9AD

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The above named Authority being the Planning Authority for the purposes of your application validated 09 September 2013, in respect of proposed display of advertisements namely **advertisement consent for erection of replacement non illuminated timber sign at Millbury 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 or in accordance with any minor variation thereof that may be approved by the Local Planning Authority.
8. There shall be no access or egress by any vehicles between the highway and the application site (except for the purposes of constructing the initial site access) until splays are provided giving clear visibility of 120m measured along both channel lines of the major road A171 Guisborough Road from a point measured 9m down the centre line of the access road. The eye height will be 1.05m and the object height shall be 1.05m. Once created, these visibility areas shall be maintained clear of any obstruction and retained for their intended purpose at all times.

Continued/Conditions



Mr C M France  
Director of Planning

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04 NOV 2013

Date: .....

For the Rights of Appeal and Notes See Overleaf

Town and Country Planning Act 1990

Continuation of Decision No. NYM/2013/0648/AD

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Conditions (Continued)

9. 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.
10. The existing Millbury Hill sign on the east side of the entrance shall be completely removed from the site within 14 days of the completion of the development hereby approved.

**Informative(s)**

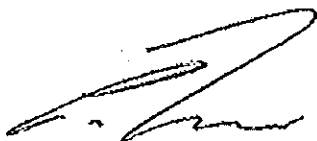
In relation to condition 8 an explanation of the terms used above is available from the Highway Authority.

**Reason(s) for Condition(s)**

7. For the avoidance of doubt and to ensure that the details of the development comply with the provisions of NYM Core Policy A and NYM Development Policy 3, which seek to conserve and enhance the special qualities of the NYM National Park.
8. In accordance with NYM Development Policy 23 and in the interests of road safety.
9. In order to enable the Local Planning Authority to retain control over future advertising in the interests of safeguarding the appearance of the site in line with NYM Development Policy 9 and NYM Core Policy A, which seek to enhance and conserve the special qualities of the NYM National Park and secure high quality design for new development.
10. In order to ensure the prevention of a proliferation of unsightly advertisements contrary to NYM Development Policy 9.

**Explanation of how the Authority has Worked Positively with the Applicant/Agent**

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.



Mr C M France  
Director of Planning

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Date ..... 04 NOV 2013