

North York Moors National Park Authority

Borough: Scarborough Borough Council Parish: Fylingdales	Application No. NYM/2016/0001/AD
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Proposal: advertisement consent for the siting of touch screen information display

Location: Station Road Stores, Post Office, Station Road, Robin Hoods Bay

Decision Date: 03 March 2016

Consultations

Parish - No objections but has reservations with regard to its proposed location which may cause congestion on the pavement forcing people onto a busy road. It may also cause a distraction to motorists. Parking in the proposed location is very difficult which could cause problems.

Highways -

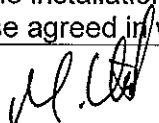
Fylingdales Village Trust -

Site Notice Expiry Date - 09 February 2016.

Director of Planning's Recommendation

Approval subject to the following conditions:

1.	PLAN01	<p>The development hereby permitted shall not be carried out other than in strict accordance with the following documents:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black;">Document Description</th> <th style="text-align: left; border-bottom: 1px solid black;">Document No.</th> <th style="text-align: left; border-bottom: 1px solid black;">Date Received</th> </tr> </thead> <tbody> <tr> <td>Site Location Plan</td> <td>N/A</td> <td>04 January 2016</td> </tr> <tr> <td>Revised Touch Screen Location Plan</td> <td>N/A</td> <td>17 February 2016</td> </tr> <tr> <td>Email from Graham Kemp</td> <td>N/A</td> <td>17 February 2016</td> </tr> </tbody> </table> <p>or in accordance with any minor variation thereof that may be approved in writing by the Local Planning Authority.</p>	Document Description	Document No.	Date Received	Site Location Plan	N/A	04 January 2016	Revised Touch Screen Location Plan	N/A	17 February 2016	Email from Graham Kemp	N/A	17 February 2016
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Revised Touch Screen Location Plan	N/A	17 February 2016												
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	ADVS01	<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 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). 												
2.	MISC00	<p>The luminance value of the installation hereby approved shall not exceed 400cd/m² unless otherwise agreed in writing with the Local Planning Authority.</p>												


 14th March 2016.

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Reason for Conditions

1.	PLAN01	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.
2.	ADVS01	Standard condition numbers 1 to 6 (set out overleaf) are imposed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
3.	MISC00	In accordance with NYM Development Policy 9 and in the interests of highway safety and the general amenity of the area.

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Background

Station Road Stores in Robin Hoods Bay is located in the centre of upper part of the village on the main pedestrian route between the Station Road car park and the older part of Robin Hoods Bay. The area is largely residential with a number of Victorian guesthouses in the vicinity. The building itself is set back approximately 9 metres from the road and was formerly a residential bungalow but is now used as a general stores and Post Office.

This application seeks consent to display an illuminated advertisement within the forecourt of the shop. As described above, the shop is set back from Station Road and the low stone boundary wall tapers back to create a wide access to the seating area. These flanking access walls have litter bins at either side and to the left is the Parish notice board and post box and to the right hand side is the large Station Road Stores and Post Office sign.

As originally submitted, the application proposed the installation of an information point consisting of an illuminated touch screen located to the left of the post box where users could operate the facility from the pavement. However, following Highway Authority and Parish Council concerns, the applicant has agreed to reposition the screen further into the site adjacent to the parish noticeboard to avoid congestion on the pavement and reduce distractions to motorists.

Main Issues

The relevant policies contained within the NYM Local Development Framework is Development Policy 9 (Advertisements). DP9 states that advertisement will only be permitted where the size and details of the sign do not detract from the character of the building, streetscape or landscape; where the number of advertisements is kept to a minimum to avoid clutter; where there will be no adverse effect on residential amenity; and in the case of advance directional signs, it can be demonstrated that the sign is reasonably required to locate the related enterprise and the sign will not have an adverse impact on the character of the area or highway safety.

The purpose of the proposed touchscreen is to enhance visitors understanding of the area and is aimed at providing information in relation to what Robin Hoods Bay has to Offer. It is expected that the touchscreen will provide information relating to events, accommodation, attractions and village history.

As originally submitted the Parish Council registered no objections but identified its location as a cause for concern. It was considered that it may cause congestion on the pavement which in turn may force pedestrians into the busy road. Furthermore, it may also cause a distraction to motorists. The Highway Authority also had concerns regarding the brightness of the installation but this was given verbally. Officers sought amendments to the scheme including a revised position and reduced illumination.

Amended plans have been forthcoming and the position has been revised to be set further back into the site adjacent to the parish noticeboard. This position allows users to operate the touchscreen from within the shop forecourt, therefore easing pressure and congestion on the narrow, busy pavement. It also ensures the touchscreen is set within the context of the noticeboard which is already an established information point.

The amended plans were issued for reconsulation and no further comments have been submitted by the Parish Council. The Highway Authority has however, recommended refusal based on the brightness of the installation exceeding the maximum luminance value in this location.

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The applicant has considered the Highway Authority recommendation and has agreed to reduce the luminance of the sign to within the guidelines specified by the Highway Authority.

The proposed touchscreen is relatively modest in size and will be mounted on a slim line galvanised post, similar to the existing noticeboard and therefore will have minimal presence in the streetscene. The revisions to the application are considered to satisfactorily address the concerns raised by the Parish Council and Highway Authority and have been reinforced by condition.

There being no further comments, the proposal is considered to comply with the requirements of DP9 in that, as an information point, the installation should serve to reduce the amount of temporary signs advertising events; it has been positioned close to existing structures of a similar size, design and purpose in order to reduce its impact in the streetscene and subject to the revised luminance, would comply with the guidelines set by the Highway Authority. In view of the above, approval is recommended.

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 identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

