

Item Number: 9
Application No: 14/00850/ADV
Parish: Malton Town Council
Appn. Type: Advert Application
Applicant: Malton Town Council (Mr M Skehan)
Proposal: Erection of permanent tubular steel frame for display of non-illuminated temporary signs for events within Malton and Norton for a period of five years
Location: Land At OS Field 6574 Old Malton Malton North Yorkshire

Registration Date:
8/13 Wk Expiry Date: 26 September 2014
Overall Expiry Date: 29 August 2014
Case Officer: Helen Bloomer **Ext:** 328

CONSULTATIONS:

Parish Council Recommends approval
Highways North Yorkshire Object

Neighbour responses: None

SITE:

The application site comprises a small piece of agricultural land located within the open countryside to the northern side of Malton. The site is directly adjacent to the A169. The proposed site will be approximately 1.3km to the north of the A64 roundabout junction, and positioned to be visible to the south bound traffic on their approach to Malton.

PROPOSAL:

Advertisement Consent is sought for the retention of a permanent steel frame for display of non-illuminated temporary signs for events within Malton and Norton. The proposed sign will approximately measure 2.9m from the ground to the base of the proposed advertisement and the actual advertisement will measure 2.1m by 3.3m. The sign has a maximum height of 5m above ground level. The structure holding the signage is a galvanised hollow support frame; with the signage being a banner constructed from nylon/reinforced PVC.

The proposal is to advertise events that are happening within the Malton and Norton area, with the advert for such events anticipated to be in place for approximately 4 weeks prior to the event taking place. The management of signs is understood to be undertaken by Malton Town Council.

HISTORY:

11/01060/ADV. Erection of permanent tubular steel frame for display of non-illuminated temporary signs for events within Malton and Norton. The officer recommendation was one of refusal. The application was deferred to allow for a Stage two Road Safety Audit to be carried out. Following the Road Safety Audit the officer recommendation remained one of refusal. Members however were minded to grant temporary planning permission for a period of one year. Consent expired on 1 April 2013.

A delay ensued in the erection of 11/01060/ADV due to obtaining landlord consents for the positioning of the sign and funding for the manufacturing of the sign.

13/00376/73A, to allow the sign to be displayed until 01.05.2014. Approved

14/00642/73A, Removal of condition 01 of approval 13/00378/73A dated 09.05.2013 to allow the tubular steel frame structure and associated signs to remain for a further five year period. Application withdrawn.

APPRIASAL:

The key considerations in assessing this application are;

- i) The impact of the proposed signage upon the visual amenity of the surrounding area; and
- ii) The impact of the proposed development upon highway safety.

The intention to advertise events in Malton to help the local economy is understood, and clearly this aspiration is supported. Officers have no objection at all to supporting the local economy and the events that are intended to benefit from the signage. In granting consent it would give a blanket permission to advertise events with no assessment of the impact of such signage, including no account taken of the design of the advert the size of individual lettering, and the level of detail. In this respect it is clearly difficult to assess the impact upon the character of the area. In the past the Local Planning Authority has taken a consistent approach to advance signage on the 'A' roads, by refusing such applications. The reasons have been visual amenity; the setting of an undesirable precedent and highway safety.

Other than road signage there is no other commercial signage in the area. It is considered that the proposed sign by virtue of its size, and location will adversely affect the character and appearance of the open countryside. It is also important to indicate that approval of this sign would create an undesirable precedent for other commercial signs in the locality.

The sign has not resulted in a reduction of the number of 'ad-hoc' individual advertisements advertising events within Malton. It is therefore arguably not fulfilling the justification given for its installation. Members are asked to consider the accumulative effect of the proposal within the wider setting.

The application site is adjacent to the A169, which is subject to the national speed limit of 60mph. Vehicles travelling along this part of the highway are likely to be travelling at speed, close to 60mph. It is considered that an advance sign in that location could cause drivers to be distracted and/or brake in order to read the signs. The Local Highway Authority considers the proposal to be prejudicial to highway safety and recommends that consent is refused (see attached response).

It is considered that in the granting of advertisement consent could lead to other applications which potentially would be hard to resist and thereby result in a proliferation of signs adjacent to the highway creating a distraction to road users and thus be detrimental to safety and the free flow of traffic.

It is also acknowledged that the movements to frequently change the temporary advertisements are likely to lead to vehicles parked within the highway which could also create conditions prejudicial to highway safety. This could be conditioned if the application is considered favourably.

In view of the above the recommendation is one of refusal.

RECOMMENDATION: Refusal

- 1 The granting of permission to display commercial advertising would be prejudicial to highway safety and create a distraction to road users, and thus be detrimental to the safety and free flow of traffic on the A169. The proposal is therefore contrary to the requirements of Policy SP20 of the Ryedale Plan - Local Plan Strategy.
- 2 The proposed sign, by virtue of its siting and scale would adversely affect the visual amenity of the surrounding open countryside. The proposal would, therefore, be contrary to the requirements of Policy SP16 of the Ryedale Plan - Local Plan Strategy.

Background Papers:

Adopted Ryedale Local Plan 2002

Local Plan Strategy 2013

National Planning Policy Framework

Responses from consultees and interested parties