

Item Number: 10
Application No: 14/00851/ADV
Parish: Huttons Ambo Parish 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: OS Field 3286 High Hutton Malton

Registration Date:
8/13 Wk Expiry Date: 26 September 2014
Overall Expiry Date: 30 August 2014
Case Officer: Helen Bloomer **Ext:** 328

CONSULTATIONS:

Parish Council	No views received to date
Highways North Yorkshire	Concerns raised
Highways Agency (Leeds)	Object
Howardian Hills AONB JC	Concerns raised previously - recommend conditions

Neighbour responses: None

SITE:

The application site is a small piece of agricultural land; reference OS Field 6574, within the open countryside west of Malton. The site is directly adjacent to the A64 Trunk Road, located approximately 70 metres west of the Low Hutton Junction. The site is highly visible to eastbound traffic on the approach to Malton. The application site is within the Howardian Hills Area of Outstanding Natural Beauty.

PROPOSAL:

This application is seeking Advertisement Consent for the retention of a permanent steel frame for the display of non illuminated temporary signs for events within Malton and Norton. The sign measures approximately 2.9 metres from the ground to the base of the advertisement and the actual advertisement measures approximately 2.1 metres by 3.3 metres. The highest part of the advertisement would be approximately 5 metres above ground level. The structure which supports the advertisement is a galvanised hollow steel frame. The banner is constructed from nylon/ reinforced PVC, the front which is visible from the eastbound traffic is a dark green whilst the rear which is visible from the westbound traffic is white.

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:

The application site has been subject to numerous applications however the most relevant applications are:

92/00921/OLD (3/68/73/AU): Display of pole mounted non-illuminated advance directional sign board refused, as the sign was considered to detract from the character and appearance of the AONB, impact on highway safety and the precedent of the sign

11/01059/ADV. The erection of a permanent tubular steel frame for display of non-illuminated temporary signs for events within Malton and Norton. Officer recommendation was one of refusal. The application was deferred to allow for a Stage one 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 advertisement consent for a period of one year. Consent expired on 1 April 2013.

A delay ensued in the erection of the sign, following the approval of 11/01059/ADV, due to a delay in the funding and manufacturing of the sign and consent from the appropriate landlord.

13/00378/73A, to allow the sign to be displayed until 01.05.2014. Approved

14/00641/73A, 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.

APPRAISAL:

The key considerations in assessing this application are;

- i) Impact of the signage upon the visual amenity of the surrounding area; and
- ii) Impact of the development upon highway safety

The Howardian Hills AONB Manager was consulted on the previous application and raised strong concerns regarding the impact the sign would have on the visual quality of the AONB by introducing an unacceptable visual intrusion into it. These concerns have been reiterated following the consultation for the current application. Despite the sign being in situ for in excess of one year it is not considered that the impact has been diminished. The most prevalent view point is from the westbound carriageway due to the conspicuous large white rectangle silhouetted against the green backdrop of the Golden Hill. If members are minded to grant advertisement consent the AONB Manager has recommended a condition be attached stipulating that the galvanised frame should be painted a dark green and that all sign banners should have a black or dark green coloured reverse side. The purpose of which would be to reduce its visual impact.

Members will be aware that the advertisement has been in situ now for in excess of one year, during that time there are still numerous other individual advertisements advertising events within Malton and the surrounding area. It is therefore arguably not fulfilling the justification given for its installation. In assessing this application Members need to consider the accumulative effect of the proposal within the wider setting.

The AONB Manager has also objected that having frequently passed the site, it is often screened by the hedgerow, which borders the application side. At the time of writing it is noted that the hedgerow has been trimmed and the whole sign is once again visible.

The scale and siting of the proposal on the setting and character of the Howardian Hills AONB was one of the reasons for refusal which was previously presented to members. The 1992 application, reference 92/00921/OLD, was also refused on the adverse impact it would have on the AONB.

The application site is at the foot of Golden Hill on a sharp left turn prior to the start of the Malton by-pass dual carriageway. Members should consider in assessing the application the purpose of the sign, it is by its nature intended to distract drivers to its content. The trunk road has a national speed limit, meaning that motorists could be travelling up to 60mph. This in conjunction with the sharp turn and road junction prior to the application site could result in motorists being distracted by the sign and/or braking suddenly in order to read the sign.

The Highway Agency, whilst acknowledge that no accident has been reported as a result of the sign, still maintain their original stance that the sign would compromise highway safety and therefore recommend refusal. The Highway Agency did not support the previous application, reference 11/015059/ADV. Whilst the local Highway Authority is not the responsible agency, they have raised concerns over the impact the sign would have on highway safety.

As previously stated the previous application was deferred for a Stage one Road Safety Audit. Following the results of this survey it remained the officer's recommendation that Advertisement Consent should not be granted. The full report has been attached. However the summary of the report was that the sign would compromise highway safety by creating driver confusion deriving from the amount of information on the sign.

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.

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 highway users, and thus be detrimental to the free flow of traffic on the A64. The proposal is therefore contrary to the requirement to Policy SP20 of the Ryedale Plan - Local Plan Strategy.

- 2 The sign by virtue of its siting, scale and detail of its design and colouration would distract from the character and appearance of this part of the Howardian Hills, an Area of Outstanding Natural Beauty.

Background Papers:

Adopted Ryedale Local Plan 2002
Local Plan Strategy 2013
National Planning Policy Framework
Responses from consultees and interested parties