

Item Number: 7
Application No: 15/00472/ADV
Parish: Helmsley Town Council
Appn. Type: Advert Application
Applicant: Helmsley Town Council (Ms V Ellis)
Proposal: Erection of a pole mounted frame for display of non-illuminated temporary signs for events within Helmsley and Duncombe Park
Location: Land At A170 East Of Riccal Drive Helmsley

Registration Date:
8/13 Wk Expiry Date: 6 July 2015
Overall Expiry Date: 19 June 2015
Case Officer: Helen Bloomer **Ext:** 328

CONSULTATIONS:

NYM National Parks No objection
Parish Council
Highways North Yorkshire More information required

Neighbour responses: Mr Charlie Heap,

SITE:

The application site is the highway verge adjacent to the A170, east of Riccal Drive, Helmsley. The site is within Flood Zone 2 and 3 and within the Fringe of the Moors Area of High Landscape Value.

PROPOSAL:

Advertisement Consent is being sought for the erection of a framework sign which would measure a maximum height of 1.75 metres by 2.45 metres wide with each signage panel measuring 1 metre wide with varying depths of 0.5 metres and 0.15 metres. The sign framework and background will be dark green with gold lettering. The larger panels would be fixed and the smaller panels would be removable to allow the advertisement of different events. This is one of three adverts. The other two are within the North York Moors National Park boundary, those two adverts have already been granted advertisement consent by Members of the National Parks Planning Committee.

The advertisement would be made from a composite materials which has a ceramic type appearance, and are designed to stay clean.

The application has resulted from on going discussions between the North York Moors National Park Authority, Duncombe Park, Helmsley in Business and Helmsley Town Council. The purpose is to prevent the display of unauthorised advertisements around and on the approach to Helmsley.

HISTORY:

There is no other relevant planning history.

POLICY:

National Policy Guidance

National Planning Policy Framework

National Planning Guidance

Ryedale Plan - Local Plan Strategy

Policy SP13 - Landscapes

Policy SP16 - Design

Policy SP20 - Generic Development Management Issues

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

Visual Amenity

Policy SP13 (Landscapes) of the Ryedale Plan - Local Plan Strategy states that;

Outside of those landscapes protected by national landscapes designations, the Council will carefully consider the impact of development proposals on the following broad area of landscape which are valued locally, including the Fringe of the Moors Area of High Landscape Value.

Policy SP16 (Design) of the Ryedale Plan - Local Plan Strategy concludes that development should respect the context provided by its surroundings.

Officers consider that in line with the wider intention of the proposed advertisement, which is to enable the removal of all the unauthorised signage which currently stretch along the approach to Helmsley, would significantly improve its character and setting.

Whilst Officers would prefer to have seen the proposed advertisement been of a painted timber construction, the justification of the materials given is considered to be acceptable and inline with the aims of SP16. Furthermore the proposed construction will have the same appearance of the two other advertisements approved by the National Park Authority.

Highway Safety

North Yorkshire County Council Highways Authority have raised concerns about the signs. However following a conversation with the Highways Engineer, it was concluded that providing the proposed advertisement was the same as those approved by North York Moors National Park Authority, there would be no objection to the proposed.

The Highways Authority as well as Officers conclude that even though due to the potential amount of different advertisements which could be displayed on the advertisement at any one time, and the sign may prove to be a distraction, the proposed represents a significantly better situation than the current amount of signage within the grass verge.

Consultations

North York Moors National Park have raised no objection to the proposal

No comments had been received from the applicant, Helmsley Town Council

One letter of objection has been received from the Director of the Birds of Prey Centre . Whilst a full version of the objection can be seen on the public access a summary of the main points have been summarised below.

- The proposed lettering and size of the proposed is smaller than that of the existing
- The County Highways has refused applications for the brown signs

PLANNING COMMITTEE

15 September 2015

- Concern over visitors getting lost trying to find the Birds of Prey Centre, and the possible highway safety implications
- 15% of current business is generated from the existing signs.

In light of the above assessment, however, the recommendation to Members is one of approval.

RECOMMENDATION: Approval

1 The consent hereby granted shall continue for a period of five years ending

Reason:- To ensure compliance with Section 220 of the Town & Country Planning Act 1990 and with Regulation 13 of the Town & Country Planning (Control of Advertisements) Regulation 1992.

2 No advertisement shall be sited or displayed so as to

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

6 The development hereby permitted shall be carried out in accordance with the following approved plan:

Position of Sign
Scale drawing of Sign

Reason: For the avoidance of doubt and in the interests of proper planning.

Background Papers:

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