

Item Number: 9
Application No: 17/01077/ADV
Parish: Malton Town Council
Appn. Type: Advert Application
Applicant: Malton Town Council (Mrs Gail Cook)
Proposal: Erection of pole-mounted aluminium town welcome sign (retrospective).
Location: Grass Verge Off Castle Howard Road Malton North Yorkshire

Registration Date: 20 December 2017
8/13 Wk Expiry Date: 14 February 2018
Overall Expiry Date: 4 February 2018
Case Officer: Niamh Bonner **Ext:** Ext 325

CONSULTATIONS:

Parish Council Approval
Highways North Yorkshire no objections

Neighbour responses: Mrs Anne Hale, Brian R Hale,

SITE:

The application site is a grass verge off the Castle Howard Road, directly to the north of the allotment gardens.

PROPOSAL:

Erection of pole-mounted aluminum town welcome sign (retrospective).

POLICIES

Local Plan Strategy - Policy SP16 Design
Local Plan Strategy - Policy SP20 Generic Development Management Issues
National Planning Policy Framework
National Planning Practice Guidance

HISTORY:

There are no applications directly relevant to the application site. It is however noted that three other applications are currently being considered for identical signs within Malton under the following application references:

- 18/00025/ADV: Erection of pole-mounted aluminium town welcome sign (retrospective).
- 18/00026/ADV: Erection of pole-mounted aluminium town welcome sign (retrospective).
- 18/00027/ADV: Erection of pole-mounted aluminium town welcome sign (retrospective).

As no objections have been received they will not be considered by Planning Committee and will be approved under officer delegated powers.

APPRAISAL:

The proposal seeks consent for a new sign. As noted, the sign is a pole mounted, non-illuminated aluminum sign situated in a wide grass verge adjacent to Castle Howard Road. This sign has an overall height of 1.6m and a width of 1.1m. The sign notes “Welcome to Malton Yorkshire’s Food Capital” on the eastern approach to Malton, with the town crest above the text and “Do come again” on the westward side exiting from Malton.

Objections were received from two occupiers of a neighbouring property. The following summarized concerns were noted:

- The sign is very large and more akin to a motorway than a historic market town – doesn’t reflect heritage or nearby AONB designation.
- Positioned too close to 30mph signs – distraction to motorists
- Wording is inappropriate – concerns over legitimacy of Yorkshire Food Capital claim.
- Money could have been better spend in times of depleted services.
- There is already a town sign, nearer to the town along Castle Howard Road.
- Inappropriate materials – more appropriate stone used within aforementioned existing sign.
- Are the removed three hydrants on submitted photograph now not needed?

One of the letters did note that it is commendable that the area around the sign has been underplanted.

In determining advertising consent applications, the Local Planning Authority can give weight to visual amenity and highway safety issues. It cannot give any weight to any other aspects including the wording or phrasing of text.

Visual amenity:

Whilst the above referenced concerns are noted, it is not considered that this retrospective is inappropriate in terms of visual amenity. The non- illuminated sign has been constructed of relatively standard aluminum material and this does not appear incongruous or harmfully disproportionate in scale when pole mounted in close proximity to the highway. It is also that the sign does not fall within a Conservation Area or Area of Outstanding Natural Beauty.

As noted planting has been undertaken below the sign and together with the new clean sign, this results in contributing to a cared for and well maintained entrance to and exit from the town.

Access and Highway Safety:

The Highways Officer has no objection to this retrospective proposal within their formal consultation response.

In conclusion, it is therefore not considered that the sign presents any harm to neighbouring amenity or public safety.

Malton Town Council who are the applicant have recommended approval of the proposal.

It is noted that whilst the Town Council have noted in the application form they wish the consent to run to 2037, the Local Planning authority will permit a five year consent for the sign. This allows the Council in a position to reassess the visual amenity and highway safety issues in a more timely period.

In light of the above assessment, the proposal is considered to meet the relevant policy criteria outlined in the National Planning Policy Framework and the National Planning Policy Guidance. It is therefore recommended for approval that retrospective advertising consent be granted.

RECOMMENDATION:

Approval

- 1 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.
- 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 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.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plan(s):

Site Location Plan

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