

16/02409/ADV

Application for Advertisement Consent to amend signage to display an illuminated fascia sign
At Vernons Furniture Warehouse, Shipton by Beningbrough
For Mr P Akcicek (Harpers)

1.0 SITE DESCRIPTION AND PROPOSAL

- 1.1 This site is located on the eastern side of the A19, approximately 1km north of the development limits of Shipton and inside the York Green Belt.
- 1.2 This application seeks permission for the display of two signage boards, on the rear (south elevation) and gable elevation fronting the A19. The board on the south elevation would measure 9m long and 0.75m high and the A19 fronting board would measure 5.8m in length and 0.75m in height. The design proposed is a black background with gold lettering. The signage would be illuminated with an overhead projecting strip light, extending the full length of the signage. The applicant has confirmed that the illumination would only be used when the premises is open.

2.0 RELEVANT PLANNING AND ENFORCEMENT HISTORY

- 2.1 03/01548/FUL - Extension to furniture showroom to also incorporate storage facilities; Refused 22 December 2003, Appeal Dismissed 26 January 2005.
- 2.2 06/00354/FUL - Alterations and extension to furniture showroom; Granted 12 April 2006.
- 2.3 16/02408/FUL - Alterations and change of use from retail to food outlet (restaurant with hot food take away); Pending consideration.

3.0 NATIONAL AND LOCAL POLICY

- 3.1 The relevant policy is:

Core Strategy Policy CP1 - Sustainable development
Development Policies DP1 - Protecting amenity
Development Policies DP30 - Protecting the character and appearance of the countryside
Development Policies DP32 - General design
Core Strategy Policy CP2 - Access
Development Policies DP4 - Access for all
National Planning Policy Framework

4.0 CONSULTATIONS

- 4.1 Parish Council – No response received.
- 4.2 Public comment – No responses received.

5.0 OBSERVATIONS

- 5.1 The issues for consideration are the impact on (i) the visual amenity of the area; and (ii) highway safety.

Amenity

- 5.2 The signage is the same size as the current signage displayed on the building for the furniture warehouse. However, the colours and design are more prominent than those currently on display.
- 5.3 This development is in the York Green Belt and outside development limits in what is a rural, countryside setting. As such the proposal will only be supported where it complies with policy DP30 as well as DP32 and CP17 of the Local Development Framework.
- 5.4 The style, material and scale of the signage is considered appropriate in this location, and this element of the scheme is recommended for approval.
- 5.5 The opening hours proposed for the restaurant and takeaway (application 16/02409/FUL) are 10:00 to 22:00 every day. It has been stated that the illumination is not proposed to be switched on outside of opening hours. However, it is recommended that a condition is placed on any approval to ensure the illumination is not on when the shop is closed.

Highway safety

- 5.6 The proposed signage is considered not to be excessive for an isolated premises such as this. The proposed signage is considered to be highly unlikely to distract or endanger highway users. It is therefore considered that the proposed signage will have no detrimental impact on road safety.

6.0 RECOMMENDATION

- 6.1 That subject to any outstanding consultations the application is **GRANTED** subject to the following conditions:
1. (i) The consent hereby granted is valid only for five years; (ii) 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; (iii) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition; (iv) Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority; (v) 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; (vi) 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 the highway, railway, waterway (including any coastal waters or aerodrome (civil or military)).
 2. The permission hereby granted shall not be undertaken other than in complete accordance with the drawing(s) and/or details received by Hambleton District Council on R/2016/02 & 03 unless otherwise agreed in writing by the Local Planning Authority.
 3. The signage hereby approved shall not be illuminated between 22:00 and 10:00 on any day without the prior written approval of the Local Planning Authority.

4. The luminance of the signs shall not exceed 800 cd/m² and the light sources shall not be visible to the naked eye of users of the highway. All external or backlit light sources shall be shielded or louvered to prevent glare or lights shining into motorists or pedestrian's eyes. Sign lighting shall not leave bare bulbs visible to the public eye.

The reasons are:

1. Standard conditions are imposed by Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. In order that the development is undertaken in a form that is appropriate to the character and appearance of its surroundings and in accordance with the Development Plan Policies DP30 and DP32.
3. In order to avoid harm to the character and appearance of the countryside, which would be contrary to Development Plan Policies DP30 and DP32.
4. In the interests of highway safety and in accordance with LDF Policies CP2 and DP4.