

This application has been WITHDRAWN from this Thursday's meeting
DELEGATED REPORT

Date: 15.5.2014 **Ward:** Guildhall
Team: Major and **Parish:** Guildhall Planning Panel
 Commercial Team

Reference: 14/00833/ADV
Application at: Car Park Bootham Row York - WITHDRAWN
For: Display of 3no. wall mounted clip frame signs (retrospective)
By: Mr Allan Barton
Application Type: Advert Application
Target Date: 9 June 2014
Recommendation: Approve

1.0 PROPOSAL

1.1 The application site is the Bootham Row car park, situated to the rear of Gillygate and in the Central Historic Core Conservation Area.

1.2 The application is retrospective for three signs (1.5m by 1m) which have been attached to the rear wall of Miller's Yard. The signs are spaced around 10m apart.

1.3 The application is reported to sub-committee because it is an application made by the city council and objections have been received.

2.0 POLICY CONTEXT

2.1 Development Plan Allocation:

Areas of Archaeological Interest City Centre Area 0006
Conservation Area Central Historic Core CONF

2.2 Policies:

CYGP21 Advertisements
CYHE8 Advertisements in historic locations

3.0 CONSULTATIONS

Guildhall Planning Panel

3.1 Objected to the principle of filling spaces with advertising.

Publicity

3.2 Deadline for comment was 5.5.2014. No representations have been made.

4.0 APPRAISAL

Key issues

4.1 The National Planning Policy Framework advises that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Relevant policies of the Local Plan

4.2 Policy GP21 of the City of York Local Plan states that where advertisement consent is required, it will be granted for signs where: their size, design, materials, colouring and any form of illumination does not detract from the visual amenity of the areas in which they are displayed, particularly with regard to the character of conservation areas; where there is no adverse effect on public safety; and in residential areas and on sites clearly visible from roads, the advertisement is in keeping with the scale of surrounding buildings and public areas.

4.3 Policies HE8 adds that within conservation areas advertisements will consist of a design and scale that respects the character and appearance of the area; and good quality materials that are sympathetic to the surface to which they are attached. Within conservation areas externally illuminated adverts that require large light fittings will not be permitted.

Impact on Heritage Assets / Amenity

4.4 The three signs which have been introduced are at eye level and approx 1.5m tall by 1m wide. The signs are reasonably spaced, being around 10m apart. Signs are not illuminated. There are other various pieces of street furniture in the car park, including other signage and numerous payment machines. When the car park is in operation the signs are in part obscured by vehicles. The signs do not appear out of character and as they are reasonably spaced out, and considering the extant character, they do not create a cluttered appearance.

4.5 The nearest dwellings with windows facing the signs are on the opposite side of the car park, along Bootham Row. Given the scale of the signs, as they are not illuminated, and the separation distance, there would be no material effect on residential amenity.

Safety

4.6 Signs are fixed to a wall and not illuminated. They do not cause any safety issues.

5.0 CONCLUSION

5.1 The signs do not appear out of character in the car park; there would be no harm to amenity or undue harm to the conservation area. Signs do not raise any amenity concerns. It is recommended consent be granted.

6.0 RECOMMENDATION: Approve

1 The development hereby permitted shall be carried out in accordance with the following plans:-

Signs located on rear wall, as indicated on supplied photos and location plan.
Sign frames as shown on cp media specification sheet

Reason: For the avoidance of doubt and to ensure that the development is carried out only as approved by the Local Planning Authority.

7.0 INFORMATIVES: Notes to Applicant

1. STATEMENT OF THE COUNCIL'S POSITIVE AND PROACTIVE APPROACH

In considering the application, The Local Planning Authority has implemented the requirements set out within the National Planning Policy Framework (paragraphs 186 and 187) and having taken account of all relevant national guidance and local policies, considers the proposal to be satisfactory. For this reason, no amendments were sought during the processing of the application, and it was not necessary to work with the applicant/agent in order to achieve a positive outcome.

Contact details:

Author: Jonathan Kenyon Development Management Officer
Tel No: 01904 551323