

Mr Stephen Hunt  
East Riding of Yorkshire Council  
County Hall  
Cross Street  
Beverley  
HU17 9BA

Our Ref: FIN.R 2021.12

08 November 2021

Dear Sir

## PLANNING STATEMENT

**Proposal: Display of 2(no.) wall mounted signs and 2(no.) flagpole signs (Retrospective Application) at Corner Farm, Moor Lane, Carnaby, YO15 3QG**

### 1.0 Introduction, Site Location and Proposals

- 1.1 Please regard this letter as comprising a Planning Statement in support of the above referenced application for advertisement consent.
- 1.2 The application seeks Advertisement Consent for the continued display of 2(no.) wall mounted signs and 2(no.) flagpole signs at Corner Farm, Moor Lane, Carnaby, YO15 3QG.
- 1.3 The proposed advertisements relate to the existing Bridlington Holiday Park located on the north side of Moor Lane, Carnaby. The holiday park was approved in January 2021 under planning permission 20/02567/PLF.
- 1.4 The wall mounted and flagpoles signs have been displayed without consent. This entrance wall has also been constructed without consent and is the subject of a live enforcement investigation. Edwardson Associates has discussed the case with the Council's Enforcement Team. A concurrent planning application has been submitted for the retention of the entrance walls. This application for advertisement consent relates to the wall signage and flag pole signage only.
- 1.5 This application is supported by the following plans and particulars: -
- Drawing 001 Rev A – Location Plan.
  - Drawing 002 Rev A – Site Plan and Elevations as Existing / as Proposed.
  - Planning Statement (this document)
- 1.6 The 2(no.) existing flagpoles are sited adjacent to the site entrance on Moor Lane. Each flagpole is 5.0 metres in height. Each flag advertisements measure 1.7 metres high by 1.0 metres and display the words 'Bridlington Holiday Park'. The flagpoles are of steel construction with a white powder coated finish.

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- 1.7 The 2 no. existing wall mounted signs display the words 'Bridlington Holiday Park'. Please refer to drawing 002 for details of the siting, layout, design and appearance of the wall and flag pole signage.
- 1.8 The existing signs are on display in the open countryside. The property is not a Listed Building and the site is not within a designated Conservation Area.
- 1.9 The proposed advertisements will help the new and recently developed business to attract new customers. This will have a positive impact on the East Riding economy.

## **2.0 Key Policies**

### National Planning Policy Framework

- 2.1 The updated Framework was published in 2021 and is a material planning consideration.
- 2.2 Section 12 of the NPPF seeks to achieve well-designed places. Paragraph 136 of the NPPF states that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. This reflects Regulation 3 of the Control of Advertisement Regulations 2007.

### East Riding Local Plan Strategy Document, Adopted April 2016

- 2.3 The following are considered to be the policies of most relevance to this application: -

S1	Presumption in Favour of Sustainable Development
S4	Supporting Development in Villages and the Countryside
EC2	Developing and Diversifying the Visitor Economy
ENV1	Integrating High Quality Design
ENV2	Promoting a High Quality Landscape
A2	Bridlington and Coastal Sub Area

## **3.0 Planning Assessment**

### Amenity

- 3.1 The existing wall mounted signs and flag pole signs are relatively small and are not considered to be harmful to the amenities of the locality. The flagpoles are slender and painted white and will be viewed against the backdrop of the sky. They have a low height and they are not excessive in number and so will not cause any visual clutter. The wall mounted signs are also small in size and of simple, tasteful appearance.

### Public Safety

- 3.2 It is not considered that the proposed wall mounted signs and flagpole signs and will have any harmful effects on public safety, particularly the safety of passing motorists. It is not anticipated that drivers and other users of the highway would be significantly distracted to the detriment of their safety.

**4.0 Conclusion**

- 4.1 It is considered that the advertisement proposals are acceptable in relation to amenity and public safety; therefore advertisement consent should be granted.
- 4.2 It is hoped that officers will support this proposal. Please do not hesitate to get in touch should you require any additional information or clarification on any matters.

Yours sincerely

***Edwardson Associates Ltd.***

