



Our ref: RMID/L001

11 January 2024

Victoria Bell
City of York Council
Directorate of City and Environmental Services
West Offices
Station Rise
YORK
YO1 6GA

Dear Victoria

**APPLICATION FOR ADVERTISEMENT CONSENT
PLANNING PORTAL REF: PP-12721863**

**APPLICATION AT: MALMAISON, YORKSHIRE HOUSE, 2 ROUGIER STREET, YORK,
YO1 6HZ**

On behalf of Malmaison, please find enclosed an application seeking advertisement consent for their premises at Rougier Street, York.

Advertisement consent for existing signage to the building was granted on 19 March 2021, application reference 20/01421/ADV, during the conversion and construction of the hotel.

This application seeks approval for a new sign to the south west elevation of the building comprising individual letters to read 'Malmaison'. The hotel is now operational and is a quality destination in the city providing high quality accessible accommodation and leisure services and a number of new employment opportunities. The new sign will identify the building particularly for visitors arriving from the Station and Station Road.

Planning Policy

Relevant policies in the Development Control Local Plan are Policies GP21 and HE8.

The emerging Local Plan was submitted for examination in 2018 and is ongoing Policy D13 is relevant and relates to Advertisements. Policy D13 states that permission will be granted where advertisements are of a scale, design, material, finish, position and number that will not cause harm to the visual or residential amenity, or to the character of the host building, and will respect the character and appearance of a building or the street scene and positively reflect the interests of amenity and public safety. The supporting text to the policy refers to high level signs in some areas not being supported unless appropriate to the character of the host building.

Policy D13 was considered during the Phase 4 hearings on 16th September 2022, the Inspectors asked if the policy is an acceptable approach to advertisement. Whilst the policy has not been included in main modifications to the plan consulted on during 2023, we are not aware that post hearing observations have been published. As such we consider the policy carries limited weight at this stage.

Turning to Policy GP21 of the Development Control Local Plan, the policy relates to advertisements and states these will be permitted where the sign does not detract from visual amenity of the area.

Policy HE8 refers to Advertisements in Historic Locations and requires advertisements to comply with policy GP21. In addition Policy HE2 requires advertisements to comply with two points as follows:

- a) *A design and scale that respects the character and appearance of the area; and*
- b) *Good quality materials that are sympathetic to the surface to which they are attached.*

The policy continues to state that within conservation areas externally illuminated advertisements that require large light fittings will not be permitted.

Impact on Amenity

The application site is located in the Central Historic Core Conservation Area. In accordance with section 76 of the Planning (Listed Building and Conservation Area) Act 1990, the Local Authority must pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area. Harm to the character or appearance of the Conservation Area is afforded substantial weight. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight is given to the to the asset's conservation. Where a proposal would lead to less than substantial harm to the significance of the asset, this harm should be weighed against public benefits of the proposal.

The proposed sign on the south west elevation is considered an appropriate addition to the building which complies with Policy HE8.

The plan enclosed shows the proposed sign in the context of the building when viewed from a section of the city wall. Views of the elevation from the city wall are largely screened and dominated by The Grand Hotel. Additional views of the proposed sign would be from Station Road/ Station Avenue.

The sign would be visible from an area of the city wall adjacent to the Grand Hotel and from parts of Station Road. The building forms part of key views set out in the Conservation Area Appraisal. Whilst the sign will be visible from the city wall, the sign is largely screened and views dominated by The Grand Hotel. As such the views of the sign from a small area of the city wall and from Station Road are not considered to be unduly harmful to the heritage asset.

The proposed sign is a high quality black powder coated aluminium stood off letters the scale of which is in keeping with the modern host building. The proposed sign is not considered to be harmful to the general appearance of the building or area. The proposed illumination is discreet, low level to provide some visibility of the sign in the evenings and will reflect existing illuminated signs on the building. The illumination can be controlled by condition to ensure there is no harm to the character and appearance of the conservation area.

We have reviewed comments made by the conservation officer relating to application 20/01421 where the sign was unsupported due to its negative impact on sensitive important townscape views, made greater by its illumination. The comments continue to state that (all high level branding signs are not supported) although there is no adopted policy basis for this.

In accordance with policy HE8 the sign consists of a high quality scheme, the materials, design and scale of which respect the character and appearance of the area and host building. In accordance with policy HE8, the illumination proposed is halo illumination which does not require large light fittings.

The proposed sign will provide additional signage and wayfinding for the hotel further increasing the positive impact and economic and benefits associated with the quality destination. These economic benefits are considered to represent public benefits in accordance with the NPPF. It is not considered the proposed sign would result in harm to the character and appearance of the conservation area or to the setting of heritage assets. In addition, the development provides public benefits which weigh in favour of the application.

We enclose the following:

1. Application form
2. Site Location Plan
3. Proposed South West Sign document – includes sign dimensions and building elevation

The application is submitted via the planning portal and payment made direct by the client.

We trust you have all you need to validate the application and send out to consultation. Should you require anything further, please do not hesitate to contact the undersigned.

Yours sincerely

A solid black rectangular box used to redact the signature of Rachael Martin.

**Rachael Martin BA (Hons) DIP TP MRTPI
Director**

Enc – as detailed above