

Appeal Decision

Site visit made on 12 September 2024

by S Dean MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 18 September 2024

Appeal Ref: APP/U2750/Z/24/3349554

Cliffe Meadows Holiday Park, Turnham Lane, Cliffe YO8 6NQ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr Edward Finney against the decision of North Yorkshire Council.
 - The application Ref is ZG2024/0510/ADV.
 - The advertisements proposed are 2 no flag poles with flags at the entrance of the holiday park.
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Decision

1. The appeal is allowed, and express consent is granted for 2 no flag poles with flags at the entrance of the holiday park, at Cliffe Meadows Holiday Park, Turnham Lane, Cliffe, YO8 6NQ in accordance with the terms of the application, Ref ZG2024/0510/ADV. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Main Issues

2. Having regard to the Regulations and the decision of the Council, the main issues are the effect of the proposed advertisements on amenity and public safety.

Reasons

Amenity

3. The proposed advertisements would be sited on either side of the entrance to a holiday park, with static caravans to the front of the site, closest to the highway, and touring caravans on lower ground further to the rear of the site. The entrance is flanked by relatively new brick-built walls, a planning application for which was under consideration when the Council determined the appeal application, but which now benefit from planning permission. Although well-screened by hedging, the holiday park is visible from the road. The entrance and the walls framing it are set back somewhat behind the verge, limiting its prominence from further along Turnham Lane, particularly at the junction with Main Street and Hull Road.

4. At its junction with Main Street and Hull Road, Turnham Lane is signed as being a dead-end for vehicles as well as the route of the Trans Pennine Trail. There are however a number of other houses along the lane. In the street-scene and visible in the same context as the appeal site are telegraph poles, powerlines on timber poles, streetlights, road signs, hedges and various stands of tall trees.
5. At a wide landscape-scale, the area is flat, and there are views across fields towards Cliffe and the buildings there, and across the river to the south towards the Drax power station. Despite that wide landscape-scale openness, the lane itself is somewhat more enclosed, with housing and its associated boundary treatments close to the junction, then hedging around and close to the site, as well as other fencing and various vertical elements along the lane as set out above. Within this context, the proposed advertisements would be clearly visible. That is, of course, the point.
6. However, given the above, I do not consider that the site is wholly rural in character, nor do I find that the advertisements' scale and design would be incongruous. As set out, the flags and poles would be set immediately behind walls framing the entrance to a well-screened, but still obviously present holiday park. In that context, the proposed advertisements appear to me as wholly appropriate to, and typical of, locations such as this. I therefore do not consider that the proposed advertisements would represent the needs of a rural business outweighing or otherwise harming the rural character of the countryside.
7. I note third party comments around the nature of the location, and in particular that Cliffe is a country village not a seaside resort. However, the fact remains that there is a now holiday park in this location. There is no suggestion that it, or any of the parts of it which now contribute to the character of the location (the caravans, screening, walls, gates and so on) are unauthorised. I find the proposed advertisements to be consistent with that character, the appearance of the site and not otherwise harmful to either the character or appearance of the surroundings.
8. The Council suggest that the proposed advertisements are unnecessary, but for the reasons set out above, I do not find that leads them to harm the amenity of the area. In any case, as I have noted, the lane is signed as a dead-end for vehicles and the access is somewhat recessed, particularly in views from closer to the junction, so the proposed advertisements may be useful for visitors who may otherwise be concerned about turning into Turnham Lane.
9. Taking all of that together, I find that the proposed advertisements would not have a harmful effect on amenity.
10. Insofar as they are relevant to consideration of the effect of the proposal on amenity, I have taken into account policies ENV1 and SP19 of the Selby District Core Strategy Local Plan, adoption version 2013. However, nothing within them leads me to a different conclusion from the one I have reached above.

Public safety

11. The Local Highway Authority was consulted on the proposal and has no objections to it. Third parties have noted an increase in vehicle movements as a result of the location of the holiday park, but there is no suggestion that the proposed advertisements would alter that or lead to any highway safety harm or other public safety harm. Nothing I saw on site or which I find in the evidence leads me to any other conclusion.
12. As such, I find that the proposed advertisements would not have a harmful effect on highway, and by extension, public safety.

Conditions

13. I note that the Council has not suggested any additional conditions should the appeal be allowed. Having regard to the evidence and my site visit, I do not consider that it is necessary to impose any further conditions beyond the five standard conditions set out in the Regulations.

Conclusion

14. For the reasons given above I conclude that the proposal would not harm the interests of amenity or public safety, the appeal should be allowed, and express consent granted.

S Dean

INSPECTOR