

NOTICE OF DECISION

**TOWN & COUNTRY PLANNING ACT 1990
TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007**

APPLICATION FOR PERMISSION TO DISPLAY ADVERTISEMENTS

NORTH YORKSHIRE COUNCIL, THE LOCAL PLANNING AUTHORITY, HAS CONSIDERED THIS APPLICATION AND HAS DECIDED THAT CONSENT SHOULD BE GRANTED SUBJECT TO THE STATED CONDITIONS:

APPLICATION NO: ZE25/01018/ADV
PROPOSAL: Installation of illuminated and non-illuminated signs to the exterior of the building
LOCATION: George And Dragon Hotel 17 Market Place Kirkbymoorside North Yorkshire
APPLICANT: VALLIANT PUB COMPANY
DECISION DATE: 1st December 2025

REASON FOR APPROVAL

The proposed development is in accord with the following development plan policies and there are no other material considerations that outweigh those listed development plan policies:

Local Plan Strategy - Policy SP12 Heritage
Local Plan Strategy - Policy SP16 Design
Local Plan Strategy - Policy SP20 Generic Development Management Issues
National Planning Policy Framework
National Planning Practice Guidance

CONDITIONS AND ASSOCIATED REASONS

01 The consent hereby granted shall continue for a period of five years ending 01/12/2030.

Reason: - To ensure compliance with Section 220 of the Town & Country Planning Act 1990 and with Regulation 13 of the Town & Country Planning (Control of Advertisements) Regulation 1992.

02 The development hereby permitted shall be carried out in accordance with the following approved documents/plan(s):

- Proposed Signs - 26853-PLANNING 2 DD, Dated 13/11/2025
- Scaled Elevations (Proposed) - Scanned into File 28/11/2025
- Location Plan - Planning Portal Reference PP-14288991v1, Dated 08/09/2025

Reason: For the avoidance of doubt and in the interests of proper planning, in accordance with Policies SP12, SP16 and SP20 of the Ryedale Plan - Local Plan Strategy.

03 The intensity of the illumination of the advertisements permitted by this consent shall be no greater than 200cd/sqm.

04 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.

05 No advertisement shall be sited or displayed so as to

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

06 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

07 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

08 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.



Martin Grainger
Head of Development Management

Date: 1st December 2025

VALLIANT PUB COMPANY
C/O MISS VICTORIA JACKSON (S R SIGNS)
WORTLEY MOOR LANE LEEDS LS12 4HX

NOTES

This is an approval under the Town and Country Planning Act only.

YOUR RIGHTS OF APPEAL

Appeals to the Secretary of State

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

Where this is a decision on a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice, if you want to appeal against your local planning authority's decision on your application, then you must do so within 28 days of the date of this notice.

Otherwise, if an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within: 28 days of the date of service of the enforcement notice, or within 6 months [12 weeks in the case of a householder appeal] of the date of this notice, whichever period expires earlier.

If this is a decision to refuse planning permission or prior approval for a householder application, if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

If this is a decision to refuse planning permission for a minor commercial application, if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Otherwise, if you want to appeal against your local planning authority's decision then you must do so within 6 months of the date of this notice.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://acp.planninginspectorate.gov.uk>

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on [GOV.uk](https://www.gov.uk).

NOTES:

- (a) Conditions 4, 5, 6, 7 and 8 are standard conditions imposed by Schedule 2 of the Town & Country Planning (Control of Advertisements) Regulations 2007. You cannot appeal against these conditions.
 - (b) At any time during a period of six months before the date of expiry given in condition 1, an application may be made for a renewal.
 - (c) Illumination of an advertisement may require specific permission.
 - (d) Should you require to illuminate the advertisement hereby granted consent other than as described above, then further applications may need to be made.
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