

Application Number: 21/10694 Advertisement Consent

Site: 12 THE FURLONG, RINGWOOD BH24 1AT
Development: Installation of new fascia signage, projection sign and menu board
 (Application for Advertisement Consent)
Applicant: Louhgers UK Ltd
Agent: Richard Pedlar Architects
Target Date: 06/07/2021
Case Officer: Vivienne Baxter
Extension Date: 13/08/2021

1 SUMMARY OF THE MAIN ISSUES

The issues are:

- 1) Amenity including impact on the character and appearance of the Conservation Area
- 2) Highway safety

This application is to be considered by Committee because the Town Council has a contrary view.

2 SITE DESCRIPTION

The site lies within the built up area of Ringwood in the Town Centre and Ringwood Conservation Area. It is one of the larger units within The Furlong shopping centre and was recently in use as a furniture shop although the company have recently vacated the premises. It is a two storey corner unit with Star Lane properties to the south and smaller retail units in The Furlong to the east.

3 PROPOSED DEVELOPMENT

The proposal entails the provision of new signage in association with the future occupiers of the building - Arboro Lounge. In addition to a menu box, projecting sign and fascia lettering, illumination of the lettering and hanging sign and lights either side of the entrance are also proposed.

Amended plan has been submitted to address concerns of the Town Council. The last amended plan Rev C (received on 26th July) has not been the subject of any re-consultation.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
21/10350 Installation of new extract/supply equipment; shop front alterations	11/05/2021	Granted Subject to Conditions	Decided

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

Local Plan Part 2: Sites and Development Management 2014

DM1: Heritage and Conservation

Supplementary Planning Guidance And Documents

SPG - Ringwood - A Conservation Area Appraisal

SPD - Ringwood Local Distinctiveness

SPG - Shop front Design Guide

Relevant Legislation

Section 72 General duty as respects conservation areas in exercise of planning functions

Planning (Listed Buildings and Conservation Areas) Act 1990

National Planning Policy Framework

Relevant Advice

Chap 12: Achieving well designed places

NPPF Ch.16 - Conserving and enhancing the historic environment

Constraints

Aerodrome Safeguarding Zone

Historic Land Use

Avon Catchment Area

Conservation Area: Ringwood Conservation Area

Plan Policy Designations

Built-up Area

Town Centre Boundary

Primary Shopping Area

Local Shopping Frontage

6 PARISH / TOWN COUNCIL COMMENTS

Ringwood Town Council

R(4) Recommend refusal. The Committee objected in principle to the painting of the brick work as this is out of keeping with the Furlong Shopping Centre and illumination of the proposed signage is inappropriate in the Conservation Area.

Following re-consultation:

Ringwood Town Council

Refusal (4). Recommend refusal. The Committee does not object to the protruding orange sign and the menu board. However, there is objection in principle to the illumination of the proposed signage as it is inappropriate in the Conservation Area. This includes the back lit Arboro Lounge lettering, the internally illuminated orange protruding sign and the 2 new wall lights, for which no details have been provided. The change of the glazed canopy to zinc is out of keeping with the character of the area and the other units in the Furlong Shopping Centre.

7 COUNCILLOR COMMENTS

No comments received

8 **CONSULTEE COMMENTS**

Comments have been received from the following consultees:

HCC Highways: No objection subject to condition

9 **REPRESENTATIONS RECEIVED**

One objection has been received from the Ringwood Society concerned with the painting of the building's frontage and the illumination to the signage.

Since making their objection, the painting of the building has been removed from the application.

10 **PLANNING ASSESSMENT**

The premises is situated within a shopping area in the Town Centre where signage is common to most properties. The proposal has been submitted in association with a change in the occupation of the premises and its use. There are no objections to the principle of signage on this property.

As the application seeks advertisement consent the only matters for consideration are visual amenity and highway safety.

Visual amenity and Conservation Area impact

The building is a modern development built in the last 30 years within the historic centre of Ringwood. The design of the building is such that it has no fascia like the majority of the smaller shop units within the centre. The proposed lettering would be located in a position which would reflect the location of a typical fascia and would be manufactured in powder coated metal. The type of lettering is modern which is in keeping with the age of the building.

The letters would be individually backlit but the impact of this would be minimal as the sign would be opposite the return elevation of unit 11 at a distance of 4m. The menu box would also be of metal and glass finish with a discreet strip of lighting within the frame in order that customers can see the menu after dusk.

The proposed projecting sign would be adjacent to the entrance and at a level slightly lower than the proposed lettering. It would be significantly smaller than the existing projecting signs which are situated between ground and high level first floor windows. In terms of materials, it would be a square metal framed sign with powder coated metal insert. The logo lettering would be in perspex and the proposed illumination would just light up the letters 'Arboro Lounge Cafe Bar'.

The Shop front Design Guide advises that fascia signs should not visually dominate a shop front and good design can be achieved using simple details and refined decorative tones. The proposed lettering is simple and discreetly illuminated without the use of internally illuminated plastic boxes. Hanging signs can add interest and the proposal includes a script and scale which complement the age and size of the building. The proposed materials for these signs are considered acceptable in this location.

With regard to the illumination, the backlit letters would not be unduly prominent from the open courtyard of The Furlong by virtue of them being tucked away opposite the return elevation of the adjacent shop unit and as such, would not have a significant impact on the character or appearance of the wider area. The hanging

sign would be visible in the corner of the courtyard and this would include the relatively discreet illumination of the lettering within the sign. The proposed brightness of this lighting is 300cd/m which equates to the brightness of a computer monitor. It would also be seen in the context of the building which has a large glazed area adjacent to this sign which would be illuminated from within the building were the premises open. It is further noted that there are several 'swan necked' lights on the southern elevation of the listed Frampton's building in The Furlong.

The Furlong shopping centre is not a residential development although there are residential properties in Star Lane to the south. However, given the orientation of the nearest dwellings in relation to the proposed signage, it is not considered that the proposed signage would adversely affect the amenities of their occupiers.

It is therefore considered that the proposal signage and illumination is acceptable on this particular building as it is in a discreet corner of the courtyard and is of a substantially different design to other, smaller shop units within the Furlong Centre, enabling a different appearance to the more traditional units.

Highway safety

The site is situated within a pedestrianised area although vehicles can access Star Lane which is to the south of the site. The Highway Authority has not raised any objection to the proposal subject to the illumination not exceeding that stated on the application form.

11 CONCLUSION

The proposal is not considered to have an adverse impact on local character or amenity, subject to a restriction on the level of illumination and the hours of its operation. Advertisement consent is recommended for the proposals.

12 OTHER CONSIDERATIONS

None

13 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

Standard Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. 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.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Proposed Conditions:

6. The development permitted shall be carried out in accordance with the following approved plans:

Site location plan
LNG4347 - block plan
LNG4347.02- - elevations as existing
LNG4347.06C - elevations as proposed.

Reason: To ensure satisfactory provision of the development.

7. The illumination hereby permitted shall not be utilised between 2300 hours and 0900 hours.

Reason: To safeguard the visual amenities of the area in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park and Policy DM1 of the Local Plan Part 2 for the New Forest District outside of the National Park.

8. The external lighting herewith approved shall not exceed the luminance levels shown within the application form (300cd/m²) unless otherwise approved by the Local Planning Authority in writing.

Reason: To protect the amenities of the area and in the interest of highway safety in accordance with Policy ENV3 of the Local Plan 2016-2036 Part One: Planning Strategy for the New Forest District outside of the National Park and Policy DM1 of the Local Plan Part 2 for the New Forest District outside of the National Park.

Further Information:

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New Forest
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PLANNING COMMITTEE

August 2021

12 THE FURLONG
RINGWOOD
BH24
21/10694

Scale 1:500

N.B. If printing this plan from
the internet, it will not be to
scale.

