

Application Number: 15/11067 Advertisement Consent
Site: 2 WEST STREET, RINGWOOD BH24 1DZ
Development: Display 4 awning signs; wall mounted letter sign
Applicant: V & G's Ristorante Italiano
Target Date: 19/10/2015

1 REASON FOR COMMITTEE CONSIDERATION

Contrary to Town Council view.

2 DEVELOPMENT PLAN AND OTHER CONSTRAINTS

Built up area
Ringwood Conservation Area

3 DEVELOPMENT PLAN, OBJECTIVES AND POLICIES

Core Strategy

CS2: Design Criteria
CS3: Protecting and enhancing our special environment
CS24: Transport considerations

Local Plan Part 2 Sites and Development Management Development Plan Document

DM1: Heritage and Conservation

4 RELEVANT LEGISLATION AND GOVERNMENT ADVICE

Section 38 Development Plan
Planning and Compulsory Purchase Act 2004
National Planning Policy Framework

5 RELEVANT SUPPLEMENTARY PLANNING GUIDANCE AND DOCUMENTS

Ringwood Conservation Area Appraisal
Ringwood Local Distinctiveness Document

6 RELEVANT PLANNING HISTORY

- 15/11066 - Erection of a timber pergola, decking, fencing and a bin store - refused 19-10-15
- 07/89291 - Single storey side extension - approved March 2007
- 06/88909 - Single-storey side extension incorporating store and entrance way to flat – approved December 2006

06/88455 - Single-storey side extension incorporating store and entrance way to flat – refused September 2006, as the design of the single storey extension with its flat roof would be inappropriate and would detract from the architectural quality of the existing building, which would be harmful to the character and appearance of the Conservation Area.

7 PARISH / TOWN COUNCIL COMMENTS

RINGWOOD TOWN COUNCIL recommend permission. The Committee felt that in respect of the wall mounted awnings that this had been a like for like replacement, which had previously been in situ for a number of years and that permission should be granted.

8 COUNCILLOR COMMENTS

None

9 CONSULTEE COMMENTS

Environmental Design (Conservation) – The building in question is located in a prominent position within the historic core of the Ringwood Conservation Area. The signage scheme proposed introduces unacceptable materials and illumination that is not appropriate within the Conservation Area. It would be visible from the Market Place and would have an unacceptable detrimental impact upon the character of the Conservation Area from this point. Therefore this application for advertisement consent is not supported. That said a scheme of advertisement that omits the awnings, utilises the existing fascia board with metal cut out lettering and a simplified side sign with a more readable font may well be appropriate. A number of shops along West Street have small hanging signs which would be a more traditional form of projecting advertisement associated with this style of building. A timber projecting sign with low level illumination such as that found on pubs in the area could possibly be acceptable here subject to details being agreed.

Natural England – no objections

Hampshire County Council Highway Engineer – The proposals are for 4 awning signs together with a wall mounted sign, the application is retrospective. The awnings installed on the front elevation project a distance of 560mm over the adjacent footway and are located at a height which results in a clearance of 1.95m between the footway surface and the underside of the awning. Any such obstruction which overhangs the footway should be located so as to maintain a clearance of 2.44 metres above the surface of the adjacent footway. The awnings located on the front (south) elevation adjacent to the highway would therefore be likely to cause danger and inconvenience to users of the adjacent footway. The remaining proposals would not adversely affect users of the adjacent highway. Recommend refusal as the proposed awnings to the southern elevation by means of their siting represent a danger and inconvenience to users of the adjacent highway.

10 REPRESENTATIONS RECEIVED

None

11 CRIME & DISORDER IMPLICATIONS

None

12 LOCAL FINANCE CONSIDERATIONS

Local financial considerations are not material to the decision on this application

13 WORKING WITH THE APPLICANT/AGENT

In accordance with paragraphs 186 and 187 of the National Planning Policy Framework and Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, New Forest District Council take a positive and proactive approach, seeking solutions to any problems arising in the handling of development proposals so as to achieve, whenever possible, a positive outcome.

This is achieved by

- Strongly encouraging those proposing development to use the very thorough pre application advice service the Council provides.
- Working together with applicants/agents to ensure planning applications are registered as expeditiously as possible.
- Advising agents/applicants early on in the processing of an application (through the release of a Parish Briefing Note) as to the key issues relevant to the application.
- Updating applicants/agents of issues that arise in the processing of their applications through the availability of comments received on the web or by direct contact when relevant.
- Working together with applicants/agents to closely manage the planning application process to allow an opportunity to negotiate and accept amendments on applications (particularly those that best support the Core Strategy Objectives) when this can be done without compromising government performance requirements.
- Advising applicants/agents as soon as possible as to concerns that cannot be dealt with during the processing of an application allowing for a timely withdrawal and re-submission or decision based on the scheme as originally submitted if this is what the applicant/agent requires.
- When necessary discussing with applicants/agents proposed conditions especially those that would restrict the use of commercial properties or land when this can be done without compromising government performance requirements.

In this case no pre-application advice was sought from the Council on the form of development proposed. The potential concerns of the case officer were made known in the briefing note available on the Council's website. Similarly the concerns notified parties were made available to view on the Council's website, with no response from the applicant to address those concerns. In the absence of the requisite information to allay the concerns raised over character and highway impacts and in view of the limited time constraints imposed on Planning Authorities to determine applications within specified timeframes, in this instance, due to the level of harm the scheme would cause, it is not unreasonable to refuse the application.

14 ASSESSMENT

- 14.1 The site lies within the built up area of Ringwood and is within the Ringwood Conservation Area. It is prominently located fronting West Street. The application is made retrospectively for Advertisement Consent for the display of 4 awning signs and a wall mounted letter sign. The application form suggests the signage itself would not be illuminated, although it is noted that there are 4 no. swan necked lights mounted on the front fascia of the premises, which have been in situ for some years.
- 14.2 The main issues to consider are the impact the signage has upon the character and appearance of the Ringwood Conservation Area and highway safety implications. The Council's Conservation Officer and County Highway Authority have been consulted on the proposal.
- 14.3 The building in question is an Edwardian style building with an impressive front elevation, Gables facing the street and the original timber Edwardian sash windows give the building a character that is very important given the modern building that has occurred opposite it. The front and side of the building are particularly visible from the Market Place and it is therefore placed prominently within the historic core of the Ringwood Conservation Area.
- 14.4 This application seeks to replace 4 illuminated advertisement awnings and install a new illuminated sign on the side elevation constructed of MDF to look like metal. The awnings obscure the attractive shop front that is appropriate both for the style of building and the character of the conservation area. The awnings do nothing to enhance the character of the building and could be removed easily. They are constructed of reasonably loose plastic material that will become faded over time and this material is not considered appropriate for use in a Conservation Area. The proposed side sign uses an inappropriate font that cannot be read within the street scene and it is too large for the building. The material proposed is not of the high quality expected within a Conservation Area. For these reasons the form of advertisement proposed is considered to be unacceptable and harmful to the character and appearance of the conservation area, contrary to Policies CS2, CS3, DM1 and the Ringwood Conservation Area Appraisal.
- 14.5 The Highway Authority points out that the awning signs installed on the front elevation project a distance of 560mm over the adjacent footway and are located at a height which results in a clearance of 1.95m between the footway surface and the underside of the awning. Any such obstruction which overhangs the footway should be located so as to maintain a clearance of 2.44 metres above the surface of the adjacent footway. The awnings located on the front (south) elevation adjacent to the highway would therefore be likely to cause danger and inconvenience to users of the adjacent footway.
- 14.6 In conclusion, by virtue of the impact of the proposal upon the character and appearance of the conservation area and highway safety, it is recommended for refusal.
- 14.7 In coming to this recommendation, consideration has been given to the rights set out in Article 8 (Right to respect for private and family life) and Article 1 of the First Protocol (Right to peaceful enjoyment of

possessions) of the European Convention on Human Rights. Whilst it is recognised that this recommendation, if agreed, may interfere with the rights and freedoms of the applicant to develop the land in the way proposed, the objections to the planning application are serious ones and cannot be overcome by the imposition of conditions. The public interest and the rights and freedoms of neighbouring property owners can only be safeguarded by the refusal of permission.

15. RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

Reason(s) for Refusal:

1. The form of advertisement proposed is contrary to Policies CS2 and CS3 of the Core Strategy for the New Forest District outside the National Park, Policy DM1 of the Local Plan Part 2 Sites and Development Management Development Plan Document, the Ringwood Conservation Area Appraisal and Ringwood Local Distinctiveness Document, as the awnings are finished in a plastic material and a font which are considered inappropriate in a conservation area. Furthermore the awnings obscure an attractive shop front which is prominently sited within the conservation area. Consequently the proposal is harmful to the character and appearance the historic core of the Ringwood Conservation Area.
2. The awnings on the southern (front) elevation of the premises, by means of their siting and height above adjoining pavement level, represent a danger and inconvenience to users of the adjacent highway, contrary to Policy CS24 of the Core Strategy for the New Forest District outside the National Park.

Notes for inclusion on certificate:

1. In accordance with paragraphs 186 and 187 of the National Planning Policy Framework and Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, New Forest District Council takes a positive and proactive approach, seeking solutions to any problems arising in the handling of development proposals so as to achieve, whenever possible, a positive outcome by giving clear advice to applicants.

In this case no pre-application advice was sought from the Council on the form of development proposed. The potential concerns of the case officer were made known in the briefing note available on the Council's website. Similarly the concerns of notified parties were made available to view on the Council's website, with no response from the applicant to address those concerns. In the absence of the requisite information to allay the concerns raised over character and highway impacts and in view of the limited time constraints imposed on Planning Authorities to determine applications within specified timeframes, in this instance, due to the level of harm the scheme would cause, it was not unreasonable to refuse the application.

Further Information:

Major Team

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DISTRICT COUNCIL

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**Planning Development
Control Committee
November 2015**

Item No: 3f

**2 West Street
Ringwood
15/11067
SU1405**

Scale 1:1250

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

