

Application Number: 15/11169 Advertisement Consent

Site: THE HOUSE MARTIN PUBLIC HOUSE, CHRISTCHURCH
ROAD, NEW MILTON BH25 6QF

Development: Display non-illuminated signs - 3 letter signs; 2 fence mounted signs; 4 post mounted signs; 1 V post mounted sign; window graphics; Illuminated signs - 2 of 4m high post mounted hanging signs; 1 letter sign & birds; 20 down lights; 2 floodlights; 2 lantern lights

Applicant: Hall & Woodhouse

Target Date: 13/10/2015

1 REASON FOR COMMITTEE CONSIDERATION

Contrary Town Council view

2 DEVELOPMENT PLAN AND OTHER CONSTRAINTS

Built up area

3 DEVELOPMENT PLAN, OBJECTIVES AND POLICIES

Core Strategy

Objectives

1. Special qualities, local distinctiveness and a high quality living environment
6. Towns, villages and built environment quality

Policies

- CS1: Sustainable development principles
CS2: Design quality

Local Plan Part 2 Sites and Development Management Development Plan Document

4 RELEVANT LEGISLATION AND GOVERNMENT ADVICE

Section 38 Development Plan
Planning and Compulsory Purchase Act 2004
National Planning Policy Framework
Achieving Sustainable Development
NPPF Ch. 7 - Requiring good design

5 RELEVANT SUPPLEMENTARY PLANNING GUIDANCE AND DOCUMENTS

SPD - New Milton Local Distinctiveness

6 RELEVANT PLANNING HISTORY

04/80756 - various illuminated and non-illuminated signs. Granted 26.4.04
04/81961 - retention of floodlighting and CCTV. Granted 23.8.04

7 PARISH / TOWN COUNCIL COMMENTS

New Milton Town Council - recommend refusal and would not accept a delegated approval. The signage would appear cluttered.

8 COUNCILLOR COMMENTS

Councillor Beck has no problems with this proposal

9 CONSULTEE COMMENTS

9.1 Environmental Health (Contamination) - no objections

9.2 Hampshire County Council Highway Engineer - no objections

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 all the above apply and as the application was acceptable as submitted no specific further actions were required.

14 ASSESSMENT

- 14.1 The site lies within the built up area of Barton on Sea in an area containing residential, commercial and recreational uses. The existing part single part two-storey pub has a variety of signage at present and additional/replacement signage is now proposed in association with changes to the building and car park layout/access.
- 14.2 The majority of the signs/lights proposed are to replace existing signs as follows:
- the writing to the existing front gable which would be lit from a floodlight at the top of the gable above rather than a troughlight below which would be removed. Together with the cladding of the lower part of this elevation, the main front gable would be more streamlined.
 - a replacement lantern light above the front and east entrances. This would have a limited impact visually.
 - replacement gallows signage to the front. This would be closer to the existing access point, replacing one of the Housemartin Entrance signs and, in this location, would provide more of a separation between it and additional signage (detailed below). It would have just two hanging signs at the top of the post as the 'food all day' sign on the existing post would be removed.
 - directional signage adjacent to the east side of the existing access. At present a single sign directs customers to the entrance. The proposed signs would be in a 'V' shape directing people to additional parking.
 - lettering and birds to the western elevation. The birds would replace existing wording and a troughlight would be removed resulting in a more attractive elevation. Four wall lights would remain.
 - 4m high lighting columns. The existing car park has high level lighting at present. The proposed columns would be slightly relocated in order to account for the changes proposed to the car parking layout.
- 14.3 The above alterations overall would have a limited impact on the visual amenities of the area as they largely replace existing lights or signs. The removal of the trough lights results in a cleaner appearance.
- 14.4 Additional signage and lighting includes the following:
- 'welcome' above the entrances. This wording is unlikely to give rise to visual harm.

- 18 'up and down' wall lights to the front and eastern elevations. The existing building has several wall lights at present, some of which would be replaced by the provision of these. The house to the east has 2 side windows (one at first floor level) and is screened by a 1.8m high close boarded fence. Given there are already lights and an entrance on this side of the pub, it is not considered that the up/down lights would harm their amenity.
- new lettering to the proposed gable and a flood light above. This lettering would have a limited impact and the floodlight would match that proposed for the existing gable, illuminating the front elevation of the building.
- disclaimer signs regarding use of the car park and garden areas. These signs are low key and would not be particularly visible from outside of the site.
- a new gallows sign on the corner of Sea Road. This sign would match the replacement one proposed at the side of the existing access, approximately 61m away along the front boundary. It would be located in a similar position to the existing floodlight post (which would be moved further into the corner of the site).
- directional signage on the new access. This would be similar to the two signs either side of the existing access and would be the only signs to the Sea Road frontage.
- directional signage to the Christchurch Road boundary roughly half way between the two gallows signs. The boundary is angled at this point and the signs directing customers to the parking, would be visible from traffic passing in either direction.
- birds etched into an existing glazed area. This would reflect the birds to be provided on the west elevation and would add interest to the large glazed area.

14.5 While there are some additional signs proposed, they are well spaced out and would be sited as expected i.e. by the entrances. The site has several small trees inside the boundary hedge and, although one would have its crown lifted in order to provide space for two of the signs and some would be removed, new planting is proposed which would help in softening the impact of the signage and parking area behind. Overall, the signage is well detailed and, together with the elevational alterations proposed to the building, would have a positive impact on the visual amenities of the area.

14.6 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 there may be an interference with these rights and the rights of other third parties, such interference has to be balanced with the like rights of the applicant to develop the land in the way proposed. In this case it is considered that the protection of the rights and freedoms of the applicant outweigh any possible interference that may result to any third party.

15. 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).

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 all the above apply and as the application was acceptable as submitted no specific further actions were required.

Further Information:

Major Team
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DISTRICT COUNCIL

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**Planning Development
Control Committee
November 2015**

Item No: 3i & 3j
The House Martin PH
Christchurch Road
New Milton
15/11168/69
SZ2393

Scale 1:1250
N.B. If printing this plan from
the internet, it will not be to
scale.

