

Application Number: 22/10547 Advertisement Consent

Site: 12 THE FURLONG, RINGWOOD BH24 1AT

Development: Display non illuminated letter sign to planters (Application for Advertisement Consent) (Retrospective)

Applicant: Loungers UK Limited

Agent: D2 Planning Limited

Target Date: 30/06/2022

Case Officer: Vivienne Baxter

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Impact on the character and appearance of the Conservation Area
- 2) Highway safety
- 3) Residential amenity

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

2 SITE DESCRIPTION

The site lies within the built up area of Ringwood in the Town Centre and Ringwood Conservation Area. It is formed from part of the open pedestrian courtyard area of The Furlong which is privately owned and not part of the public highway. It is surrounded by shops and cafes where there are external seating areas. A bronze sculpture and street tree are adjacent to the site.

3 PROPOSED DEVELOPMENT

The proposal is for the retention of a non-illuminated sign on a planter, subject of application 22/10546.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
22/10546 External Seating areas to be used in conjunction with Arboro Lounge (Retrospective)			Application registered
21/11191 Display of 1 non-illuminated fascia sign; 1 non illuminated projecting sign; illuminated menu board (Application for Advertisement Consent) (AMENDED PLANS)	18/10/2021	Granted Subject to Conditions	Decided
21/10694 Installation of new fascia signage, projection sign and menu board (Application for Advertisement Consent)	11/08/2021	Refused	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

Relevant Legislation

Planning (Listed Buildings and Conservation Areas) Act 1990

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

Relevant Advice

Chap 12: Achieving well designed places

NPPF Ch.16 - Conserving and enhancing the historic environment

Constraints

NFSFRA Surface Water

SSSI IRZ Wind and Solar Energy

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

Refusal (4) Recommend refusal. The Committee felt the proposal is out of keeping, using up an area used as a public open space and were concerned about it's permanency. It also is inappropriately sited adjacent to the bronze sculpture and the colour scheme and materials are not appropriate in the Conservation Area.

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

HCC Highways: no objection

9 REPRESENTATIONS RECEIVED

One response has been received from The Ringwood Society although the comments are more specific to the associated planning application - recommend refusal of the planters, therefore the advert should also be refused.

10 PLANNING ASSESSMENT

Impact on the character and appearance of the Conservation Area

The advert has been installed on a timber planter and faces towards the open public realm within The Furlong. The letters are constructed in powder coated metal and have a metallic finish. Whilst the background timber is a more traditional material, it is noted that the Shopfront Design Guide advises that plastic signage is inappropriate as is internal illumination. The proposal does not involve either plastic or illumination and with its metallic finish, is more akin to a brass plaque which is considered an appropriate form of signage.

As such it would preserve the visual amenity, character and appearance of the area and Conservation Area.

Highway safety

The Highway Authority has advised that they do not have any objections to the proposal which would not obstruct pedestrian flows nor distract drivers, as such highway safety would be preserved.

Residential amenity

Due to its location and relationship to residential properties the sign would not adversely affect residential amenity.

11 CONCLUSION

The sign is set at a low level and can only be seen from the east. It is considered an appropriate contemporary form of signage in this commercial area.

12 OTHER CONSIDERATIONS

N/A

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).

Further Information:

Vivienne Baxter

Telephone: 023 8028 5442



New Forest DISTRICT COUNCIL

Tel: 023 8028 5000
www.newforest.gov.uk

Claire Upton-Brown
Executive Head of Planning,
Regeneration and Economy
New Forest District Council
Appletree Court
Lyndhurst
SO43 7PA

PLANNING COMMITTEE

July 2022

12 THE FURLONG
RINGWOOD
BH24 1AT
22/10546

Scale 1:1250

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

