

Application Number: 22/11364 Advertisement Consent

Site: THE PILGRIM INN, HYTHE ROAD, MARCHWOOD SO40 4WU

Development: Erection of illuminated and non-illuminated signs to the exterior of the building; sign a - 1 x new double sided pictorial sign to existing post with painted detail, new fullers cartouche, new linolites; sign b - 2 x new sets of signwriting; sign c - omitted; sign d - 1 x new set of signwriting; sign e - 4 x new led floodlights; sign f - 2 x new wall lights; sign g - 2 x new double legged timber effect post signs with sign written detail, new trough lights; sign h - omitted (Application for Advertisement Consent)

Applicant: FULLERS BREWERY

Agent: S R SIGNS

Target Date: 19/01/2023

Case Officer: John Fanning

Extension Date: 01/03/2023

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) The impacts of amenity and character
- 2) The impact on public safety

This application is to be considered by Committee because Marchwood Parish Council objected to the application on the grounds that the level of signage and illumination on the frontage was excessive and would prove potentially harmful to highways safety.

2 SITE DESCRIPTION

The site lies just outside the defined boundary of the built-up area within Marchwood. The plot has a relatively isolated rural appearance, with the site being sandwiched between Hythe Road and the A326 Marchwood By-pass which are both key arterial routes within the local area. The property is occupied by two distinct thatched buildings with a central access and car park.

3 PROPOSED DEVELOPMENT

The application proposes a suite of updates to the signage on the site, to include the replacement of an existing hanging sign, two new freestanding signs and painted signage on the building.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
21/11667 Form new timber framed pitched roof structure with timber cladding and Cedar roof shingles; new paving below new structure; heating & lighting within structure	09/02/2022	Granted Subject to Conditions	Decided
21/11092 Form new timber framed pitched roof structure with timber cladding and Cedar roof shingles; new paving below new structure.	20/09/2021	Granted Subject to Conditions	Decided
15/11036 External fire escape	08/09/2015	Granted Subject to Conditions	Decided
08/93199 Display 2 illuminated letter signs; 2 illuminated wall mounted signs	10/12/2008	Granted Subject to Conditions	Decided
08/92385 Single-storey extension	08/10/2008	Granted Subject to Conditions	Decided
08/92723 Display 1 pole mounted floodlight sign; wall mounted fascia signs	08/09/2008	Granted (Advert)	Decided
07/90836 External fire escape	31/10/2007	Granted Subject to Conditions	Decided
07/90851 Display non-illuminated signs: 2 post mounted signs; 2 wall mounted signs; 1 brass display panel; letter signs. 1 brass internally illuminated menu box	31/10/2007	Granted in Part	Decided
00/70243 Widening A326 and signalisation of junctions, construction of terminal access road junction, bridgeworks, earthworks and associated landscaping	02/10/2002	Withdrawn Called In: Secretary of State	Decided externally
96/NFDC/59170 COU of land for car park - extn of time on PP 47179	10/07/1996	Granted Subject to Conditions	Decided
91/NFDC/47179 Change of use of land for car park	14/08/1991	Granted Subject to Conditions	Decided
90/NFDC/45179 Change of Use of land to car park	08/08/1990	Refused	Decided
84/NFDC/28072 Erection of a restaurant with a unit of living accommodation over.	21/01/1985	Granted Subject to Conditions	Decided
84/NFDC/26947 Extension to bar area, addition of kitchen, toilet accommodation and cellars with bedroom, kitchen and dining room to living accommodation over. (Existing extension to be demolished).	09/08/1984	Granted Subject to Conditions	Decided
84/NFDC/26619 Erection of a building for use as a restaurant (existing dwelling to be demolished).	03/08/1984	Granted Subject to Conditions	Decided
83/NFDC/25161 Erection of a building for use as a restaurant (existing dwelling on site to be demolished).	01/12/1983	Refused	Decided

83/NFDC/25163/LBC Demolition of Listed Building.	29/11/1983	Granted	Decided
82/NFDC/22707 Alterations, extension and additions to form restaurant with ancillary accommodation and addition to form unit of living accommodation on 1st floor.	10/02/1983	Granted Subject to Conditions	Decided
82/NFDC/22706/LBC Alterations, extension and additions to form restaurant with ancillary accommodation and addition to form unit of living accommodation.	02/02/1983	Granted Subject to Conditions	Decided
81/NFDC/19454 Erection of 2 storage sheds for a temporary period (existing storage shed to be demolished).	15/05/1981	Granted Subject to Conditions	Decided
81/NFDC/19000 Change of use from residential to licensed restaurant.	30/04/1981	Granted Subject to Conditions	Decided
77/NFDC/06925 Change of use from private residence to use as a public house/residence.	17/03/1977	Granted	Decided
75/NFDC/02589 Change of use from private residence to use as public house/residence.	25/07/1975	Granted Subject to Conditions	Decided
XX/NFR/08369/1 Change of use from residential to commercial to form high class restaurant with alteration of access.	08/10/1969	Refused	Decided
XX/NFR/08369 Construction of vehicular access to existing house.	19/11/1959	Granted Subject to Conditions	Decided
XX/NFR/06920 Conversion of two cottages into one cottage.	18/09/1958	Granted	Decided
XX/NFR/06246 Construction of new road between Totton and Fawley. (Appeal to Minister on 25.8.60).	16/10/1957	Granted	Decided

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

Relevant Advice

Chap 12: Achieving well designed places

Constraints

Plan Area
Tree Preservation Order: 1243/T1

Plan Policy Designations

None

6 PARISH / TOWN COUNCIL COMMENTS

Marchwood Parish Council

Signage on frontage excessive and may obscure vision when using access.
Concerned floodlights may be a distraction to motorists.

Note: Amended plans have been received since the Parish comments were submitted removing the additional sign immediate adjacent to the access.

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

Highways - no objection

9 REPRESENTATIONS RECEIVED

No representations were received.

10 PLANNING ASSESSMENT

Applications for advertisement consent are considered in terms of their impacts on the basis of amenity and public safety.

The general suit of amendments to the site are considered to represent a general refreshment and replacement of existing signage on the site with reference to the signage identified as A (replacement hanging sign), B and D (painted signage on the main building). The main new signage is considered to be the two new signs identified as G (double legged freestanding sign).

Amenity

The new signs would frame both ends of the site. While they would introduce additional signage along the main highway frontage it is considered that the size of the site is sufficient to cope with the degree of signage. The site has a distinct visual separate from the settlement to the north-west and it is considered that the proposed signage would integrate with the commercial nature of the site while being sympathetic to the existing buildings on the plot and their context as a gateway between the rural and built-up environments.

The application does propose an increase in the degree of illumination within the plot associated with the proposed signage. Given the set back from neighbouring properties it is considered that immediate amenity impacts are likely to be minimal however it is considered that an appropriate condition to control illumination in accordance with the submitted details can manage potential wider impacts associated with this.

Public safety

No objection has been raised in terms of highways safety and it is considered that the proposed signage would not otherwise be likely to result in a harmful impact in this regard.

11 CONCLUSION

For the reasons laid out above it is considered that suitable conditions can control the potential impacts of the development and the proposal is otherwise acceptable in terms of the amenity and public safety impacts of the development. As such the application is recommended that the application for advertisement consent is granted.

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).

Proposed Conditions:

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

Drg No: 20949-Planning AH (Proposed signs and indicative drawings)

Dated: 25.2.23, Received: 27.02.2023

(Block plan) Received: 16.03.2023

(Location plan) Received: 24.11.2022

Reason: To ensure satisfactory provision of the development.

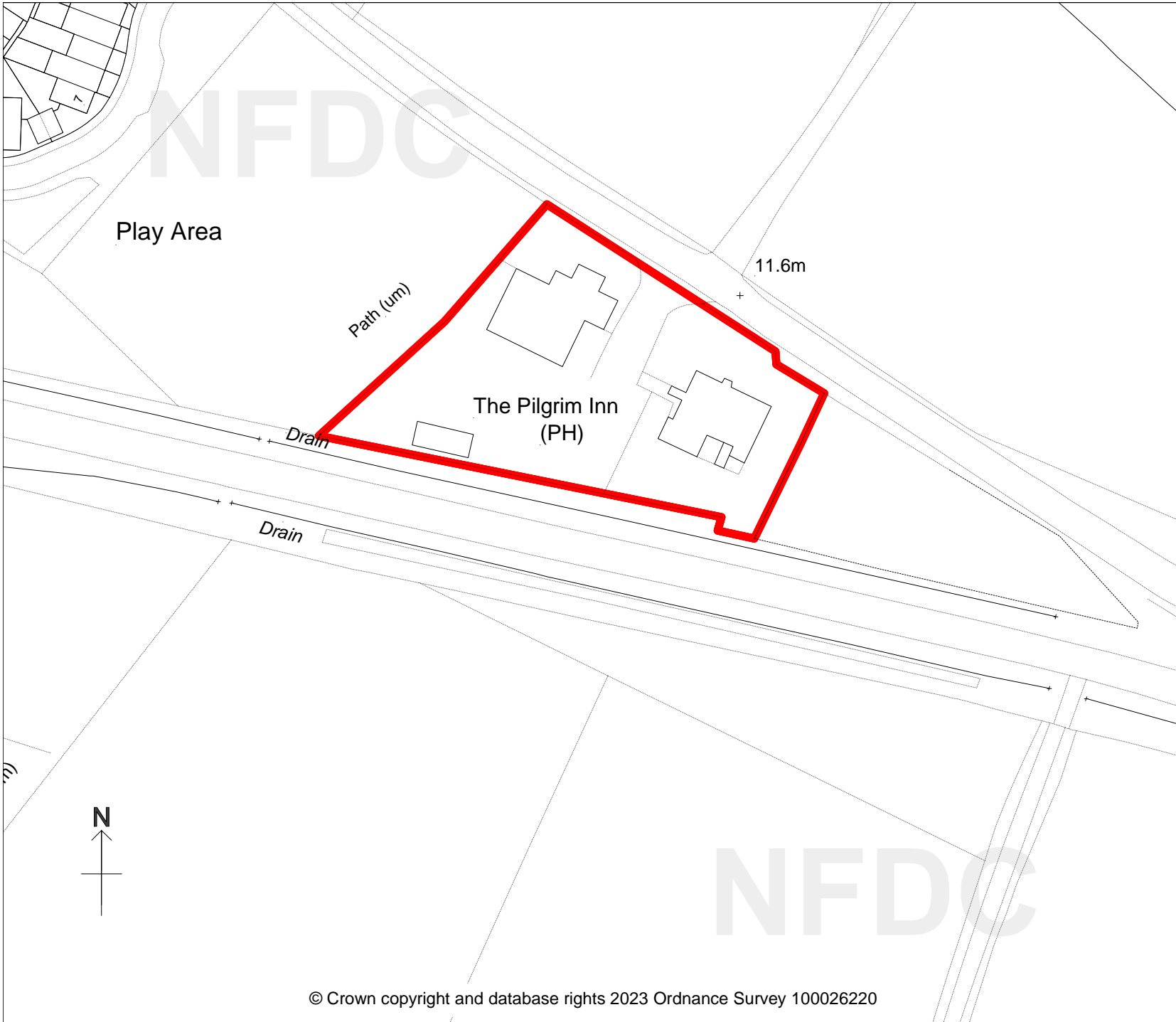
7. The external lighting associated with the signage hereby approved shall not exceed the luminance levels shown within the application form (200 cd/m²) unless otherwise approved by the Local Planning Authority in writing.

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.

Further Information:

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New Forest

DISTRICT COUNCIL

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PLANNING COMMITTEE

April

The Pilgrim Inn
Hythe Road
Marchwood
22/11364

Scale 1:1250

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