

Application Number: 23/10040 Advertisement Consent

Site: LAND AT CROW ARCH LANE & CROW LANE, CROW,
RINGWOOD BH24 3DZ

Development: Totem sign (Application for Advertising Consent)

Applicant: New Forest District Council

Agent: Boyle and Summers

Target Date: 24/04/2023

Case Officer: Jessica Cooke

Extension Date: 05/05/2023

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Visual Amenity
- 2) Highway safety

This application is to be considered by Committee due to it being an NFDC application and a contrary Town Council view.

2 SITE DESCRIPTION

The application site is located within the defined built-up area of Ringwood. It relates to an industrial estate off Crow Arch Lane that was developed in association with strategic site RING3 - Land west of Crow Lane, adjacent to Crow Arch Lane. It is known as the Platinum Jubilee business park/industrial estate which is served by Hopclover Way.

To the south of the site, a car park and care home which also form part of strategic site RING3 are currently under construction.

3 PROPOSED DEVELOPMENT

The proposal seeks Advertisement Consent to erect a totem sign for the NFDC business park displaying the directory of tenants and their respective unit numbers.

The sign is 3.7m in height and 2m in width and is blue and yellow in colour. The sign would be illuminated by a single fixed uplighter.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
20/11208 Use of Buildings B, C, D & E classes E & B8 Class	08/09/2022	Granted Subject to Conditions	Decided

17/11358 Final Phase (2/3); development comprised of a care home (Use Class C2); flexible business units (Use Class B1), 113 dwellings (Use Class C3), public open space, associated parking; landscaping; internal access arrangements and ancillary infrastructure (details of appearance landscaping, layout and scale associated with development granted by outline permission 13/11450).

26/11/2018 Granted Subject Decided to Conditions

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ECON1: Employment land and development

Policy ENV3: Design quality and local distinctiveness

Local Plan Part 2: Sites and Development Management 2014

RING3: Land south of Ringwood, west of Crow Lane and adjacent to Crow Arch Lane

Supplementary Planning Guidance And Documents

SPD - Ringwood Local Distinctiveness

Relevant Advice

Chap 12: Achieving well designed places

Constraints

NFSFRA Fluvial

Planning Agreement

Flood Zone

Aerodrome Safeguarding Zone

SSSI IRZ All Consultations

Avon Catchment Area

Plan Policy Designations

Built-up Area

6 PARISH / TOWN COUNCIL COMMENTS

Ringwood Town Council

R(4) Recommend refusal. The Committee felt the totem sign was too big, high and overbearing. It questioned the necessity for lighting and was concerned about the impact of proposed illumination in terms of light pollution and the amenity of the residential properties (and proposed care home) in the proximity.

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

HCC Highways : No objection.

9 REPRESENTATIONS RECEIVED

The following is a summary of the representations received.

- Out of character with the natural surroundings, including street scene and landscape. Possibly further light pollution.
- The proposed colours of the signage are too bold added together with the proposed floodlights with an unknown run time during any given 24 hour period will pose unnecessary light pollution to properties in close proximity to the site.

For: 0

Against: 2

10 PLANNING ASSESSMENT

Principle of Development

The principle of the development is acceptable subject to relevant material considerations to advertisement applications which relate to visual amenity and highway safety.

Visual Amenity

The proposed signage is 3.7m in height and 2m in width. It is sited adjacent to an existing industrial unit which is 7.9m in height and is metal clad. The visual impact of the proposed sign within this context would be limited and the height, size and location of the sign is considered to be appropriate within its context within an industrial estate.

The other matter to consider with respect to visual amenity is the proposed external illumination of the sign. The single fixed uplighter is located to the south of the sign and points upwards towards the sign. It is a Siena 10w CCT LED floodlight in neutral white. The luminance of the sign is naturally strongest closest to the floodlight, with the luminance levels decreasing incrementally towards the edges of the sign as visible on plan P2023-0071 REV A. A planning condition is recommended to control the luminance levels to the submitted plan.

Parish and neighbour concerns were raised in respect of light pollution and impacts upon amenity of the residential properties and proposed care home in the proximity of the site. These concerns have been considered as part of the planning assessment.

The closest residential properties are located approximately 90m to the north east and 104m to the east which is not considered to cause unacceptable impacts upon residential amenities. Additionally, whilst there are some residential properties located approximately 106m to the south, the two-storey care home sits between the signage and these properties and as such, the proposal is not considered to impact upon them.

In respect of the residential care home located to the south of the site, the signage is separated by an electricity substation, landscaping and a car park to the south of the proposal. The north elevation of the care home has the closest relationship to the signage, however, it is located 26m away and serves non-habitable rooms, with only one window at first floor level (serving a hallway) and two doors at ground floor level. With regard to the bedrooms of the care home, those with potential visibility of the sign are located on the north east elevation, however, they are located between 62m to 92m away and angles would be oblique, limiting any impacts. These separation

distances, along with the substation, landscaping and car parking obstructing the views, are not considered to cause unacceptable impacts upon residential amenity of users of the care home.

Highway safety

The proposed sign is located adjacent to the Platinum Jubilee business park/industrial estate which is served by Hopclover Way. Whilst the signage is externally illuminated with a single fixed uplighter, the luminance levels are fixed. Hampshire County Council Highways Authority have raised no objection to the application with regard to public safety. As such, the proposal is considered acceptable in terms of highway safety and public safety.

11 CONCLUSION

The proposed sign is of an appropriate design, size and location within its context as part of the Platinum Jubilee Business Park and it is not considered to impact upon the amenities of residential properties by virtue of the separation distances, positioning and orientation. As such, the recommendation is for approval.

12 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:

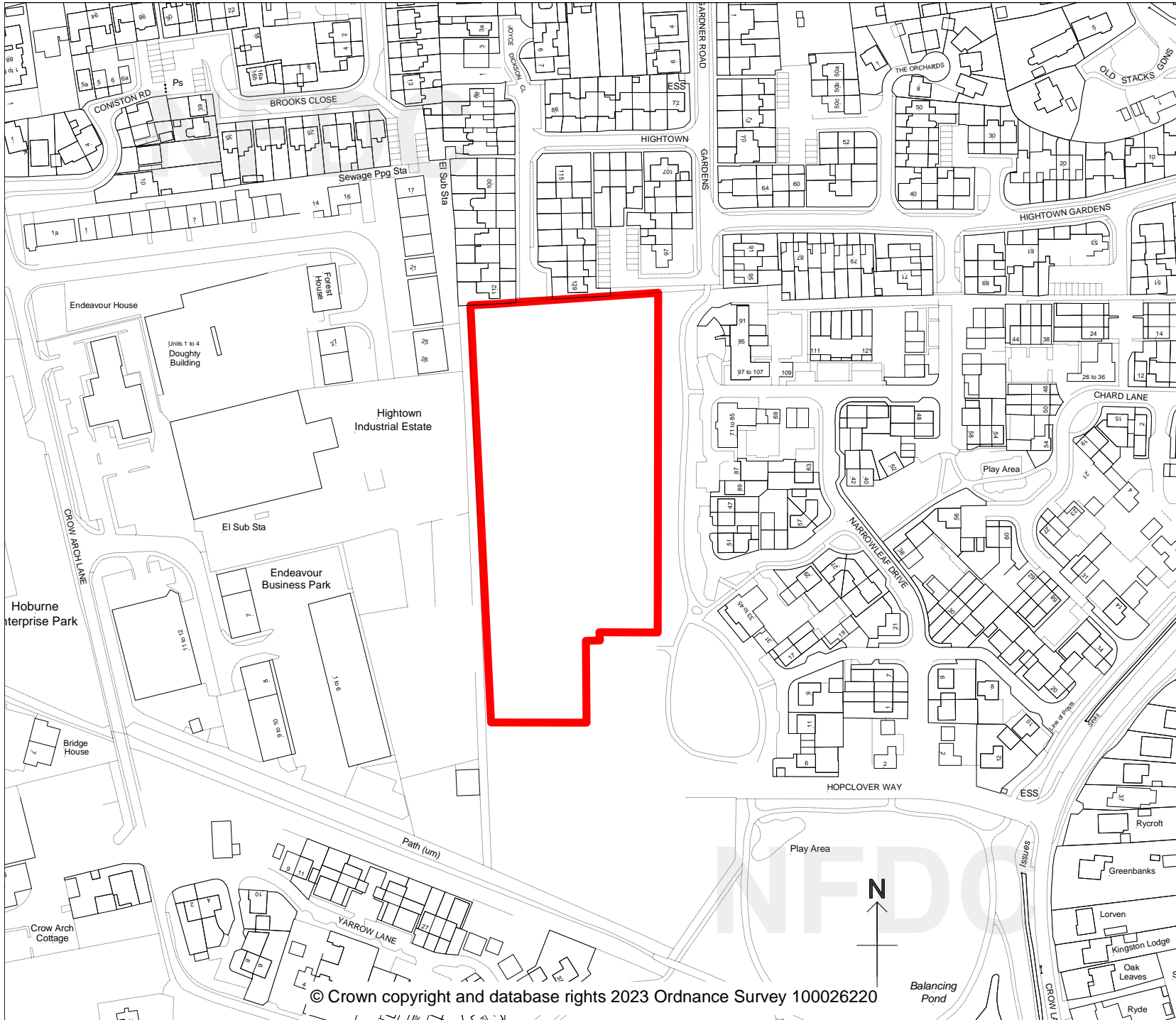
6. The luminance levels of the consented lighting shall be in accordance with the approved plan P2023-0071 REV A unless agreed otherwise in writing by the Local Authority.

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:

Jessica Cooke

Telephone: 02380285909



New Forest DISTRICT COUNCIL

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

David Norris
Service Manager
Development Management
New Forest District Council
Appletree Court
Lyndhurst
SO43 7PA

PLANNING COMMITTEE

May 2023

Land at Crow Arch Lane & Crow Lan
Crow
Ringwood
23/10040

Scale 1:2500

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