

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

Previous Committee Consideration.

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.

00/68199 - Display various illuminated and non-illuminated signs (including 4 no. awnings) - approved March 2000

7 PARISH / TOWN COUNCIL COMMENTS

Ringwood Town Council recommend permission. The Committee felt that in respect of the wall mounted awnings that this was 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 scheme proposed is for replacement awning signs on a prominent building within a Conservation Area. It is understood that this style of advertisement has been granted consent on this building (00/68199) and were present on the building before this application was submitted. The presence of these signs at this time raised no Conservation objection. The Shopfront Design Guide SPD states that canopies and awnings are historically used on shop frontages in order to keep goods stored under them dry and keep sunlight from the goods displayed inside. They are usually retractable and come in a variety of styles. It does explicitly state on page 22 that plastic awnings and Dutch blinds are often out of context and should be avoided. Ringwood is not a town characterised by the presence of awnings and canopies and therefore the awnings are out of context in accordance with the advice in our design guide. However, from the information submitted in 00/68199 it appears there have quite obviously been canopies over the window of this building for over 10 years. All of the canopies have been similar in style and have used similar materials. The colours of the canopies proposed in the current application are more muted than others used in the past and contrast well with the white of the shop front. Previous comments with regard to the harm to the Conservation Area are still valid however, given there have been canopies present on the building for a substantial number of years that have raised no conservation concerns, the harm to the character of the Conservation Area from the replacement canopies may be difficult to justify in this instance.

Natural England – no objections

Hampshire County Council Highway Engineer – With regard to the re-consultation, it seems that the Highway Authority have a committed position regarding the position of the awnings relating to a previous approval here with the only change being the presentation of the change in name. The proposed wall mounted letter sign does not have any direct or in direct impact upon the operation or safety of the local highway network including the frontage footway. The Highway Authority are satisfied that there is no significant harm resulting from these minor changes to the original approval and therefore raises no objections to the proposal.

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 following receipt of a revised red line location plan, clarification of the premises' planning history and confirmation on the level of illumination proposed for the signage, the application was considered to be acceptable.

14 ASSESSMENT

- 14.1 At the Committee meeting of 11th November 2015, a decision on this application was deferred in order to take full account of an earlier approval of advertisement consent under ref. 00/68199. That application was to display various illuminated and non-illuminated signs, which were

very similar to and material to consideration of the current application. The Conservation Team and Highway Authority were requested to consider the previous consent and offer their views in light of it. In light of the planning history and the responses of consultees the recommendation has been changed to approval as outlined below.

- 14.2 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, which would replace the existing temporary banner on the eastern gable of the premises. The wall sign and lettering will be mounted direct to the brickwork on concealed pins giving a 'relief' effect and finished in painted MDF. One awning would be relocated from the side door to a side window, following removal of the timber pergola refused under ref. 15/11066. The awnings to the front are illuminated from above by 4 no. swan necked lights mounted on the front fascia of the premises, which have been in situ for some years. The gable sign would be externally illuminated, details of which have been received recently, comments are awaited from the Conservation Officer on this and will be the subject of an update at the meeting.
- 14.3 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.
- 14.4 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.
- 14.5 This application seeks to formalise 4 no advertisement awnings and install a new illuminated sign on the side elevation constructed of painted MDF to look like metal. The Conservation Team are aware that this style of advertisement was granted consent on this building in 2000 and was present on the building before this application was submitted. The signs previously raised no Conservation objection. While Ringwood is not a town characterised by the presence of awnings and canopies and the awnings are out of context with the advice in our design guide, it appears there have been canopies over the windows of this building for over 10 years. The canopies are similar in style and are of similar materials to the previous approval. The colours of the canopies proposed in the current application are more muted than others used in the past and contrast well with the white of the shop front. While previous comments regarding harm to the Conservation Area are valid, given that the canopies have been present on the building for a substantial number of years and raised no conservation concerns, it would be difficult to substantiate a refusal based on significant harm to the character of the Conservation Area in this instance. For these reasons the form of advertisement proposed is considered acceptable.
- 14.6 The Highway Authority have a committed position regarding the position of the awnings relating to the previous approval here, with the only

change being the change in name and colours. The proposed wall mounted letter sign does not have any direct or indirect impact upon the operation or safety of the local highway network including the frontage footway. Consequently, the Highway Authority is satisfied that there is no significant harm resulting from these minor changes to the original approval and therefore raises no objections to the proposal.

- 14.7 In conclusion, by virtue of the planning history of the premises and taking into consideration the character and highway impacts, the proposal is recommended for approval.
- 14.8 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).

Proposed Conditions:

1. The development permitted shall be carried out in accordance with the following approved plans: 1:1250 Location Plan (Revised Red Line), DC.01107 doc.0005, DC.01107 doc.0006, DC.01107 doc.0010/Amended and DC.01107 doc.0013.

Reason: To ensure satisfactory provision of the development.

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 following receipt of a revised red line location plan, clarification of the premises' planning history and confirmation of the level of illumination proposed for the signage, the application was considered to be acceptable.

Further Information:

Major Team
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**Planning Development
Control Committee**
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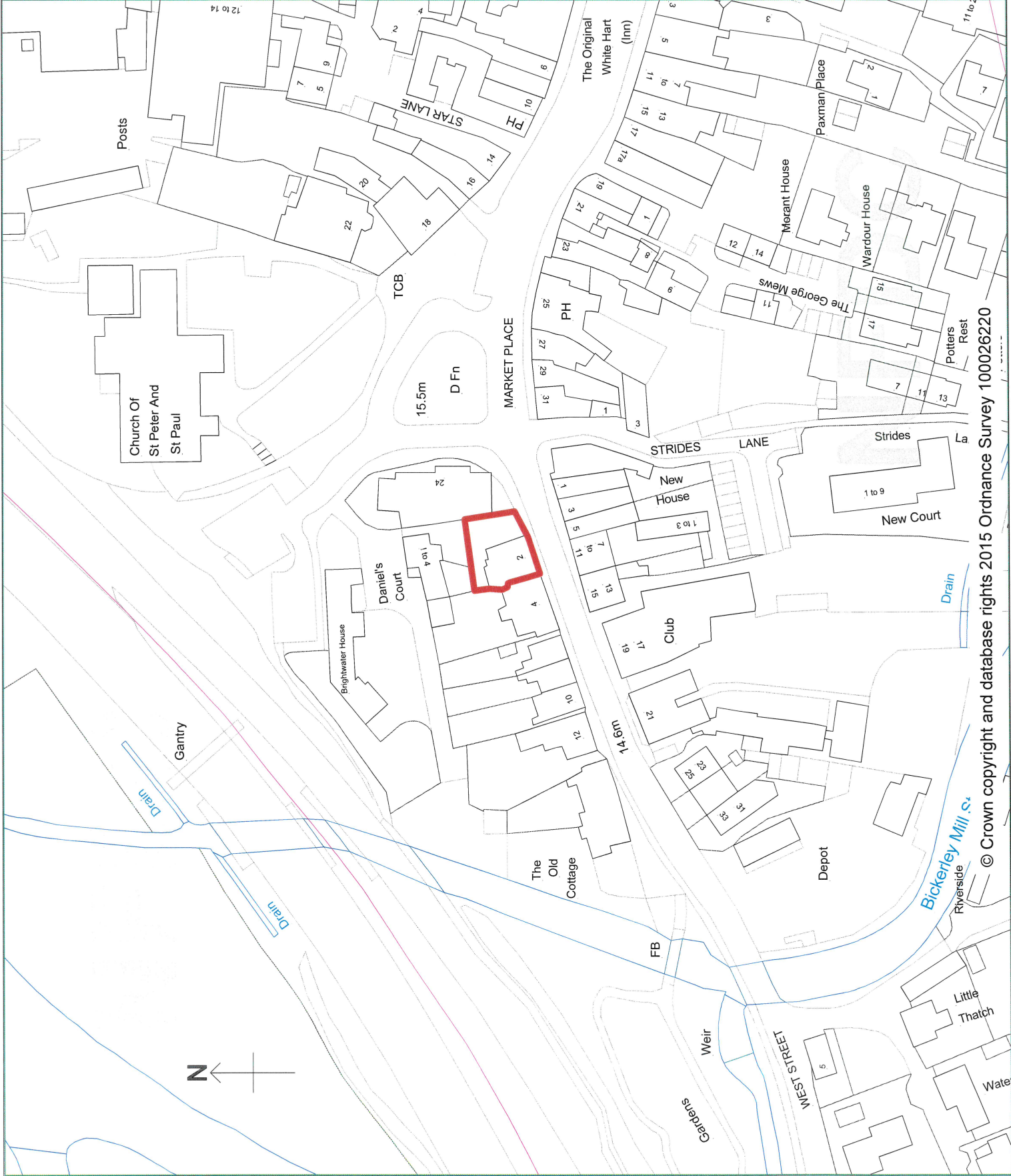
Item No: 3c

2 West Street
Ringwood

15/11067
SU1405

Scale 1:1250

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