

**Application Number: 23/10310** Advertisement Consent

**Site:** 8 CARVERS TRADING ESTATE, SOUTHAMPTON ROAD,  
RINGWOOD BH24 1JS

**Development:** Installation of internally illuminated signage (retrospective)  
(Application for advertisement consent)

**Applicant:** C. Brewer & Sons Limited

**Agent:**

**Target Date:** 25/05/2023

**Case Officer:** Jessica Cooke

**Officer Recommendation:** Grant Advertisement Consent

**Reason for referral to Committee:** Town Council and District Councillor objection.

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## 1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Highway Safety
- 2) Visual Amenity

This application is to be considered by Committee due to a Town Council contrary view and District Councillor objection.

## 2 SITE DESCRIPTION

The application site comprises unit 8 of the Carvers Trading Industrial Estate which lies within the Ringwood built-up area and within the Ringwood Town Centre Boundary.

The site comprises an industrial unit which is part of an established industrial estate which is accessed via Southampton Road and is bounded by a variety of development including business uses, residential flats and dwellinghouses.

Associated hardstanding and parking areas are present to the front of the application site. To the east of the site lies a recreation ground.

## 3 PROPOSED DEVELOPMENT

The proposal comprises a retrospective application for Advertisement Consent for the display of internally illuminated signage on the front elevation.

The signage comprises 3no. signs in association with the business use of the building. One of which is a small sign located adjacent to the doorway of the building which displays the opening times of the business. The second sign is sited above the doors to the building and is 4060mm wide and 995mm in height. The third sign is 5300mm wide and 3790mm in height.

#### 4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
13/11468 Use as paint storage and distribution (Use Class B8)	27/01/2014	Granted Subject to Conditions	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

SPD - Ringwood Local Distinctiveness

SPG - Shopfront Design Guide

##### Relevant Advice

NPPF 2021

#### 6 PARISH / TOWN COUNCIL COMMENTS

##### **Ringwood Town Council**

R(4) Recommend refusal. The proposed sign is too big, out of keeping and would set a precedent. There is no justification for the illumination particularly when the premises are closed.

#### 7 COUNCILLOR COMMENTS

##### **Councillor Jeremy Heron**

The trading estate sits on the boundary of the Conservation Area and has strong links to the historic Market Town. Further the entrance to the estate is flanked by listed buildings which embody the very nature of the area.

The acceptance of internally illuminated signage will have a detrimental impact on the area and would contribute to the slow but inexorable denigration of the towns unique identity. It would further foster the pressure for similarly illuminated signage within the town contrary to our own shop front design code.

#### 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.

- Concern expressed with regard to the illumination times of the sign as the light shines into a bedroom and sitting room of the closest neighbouring property, request for the signage to be switched off between 9pm and 6pm.

For: 0

Against: 2

## 10 PLANNING ASSESSMENT

### Principle of Development

The principle of development is acceptable subject to relevant material considerations relating to visual amenity and public safety.

### Visual Amenity

The application site is located within the Ringwood Town Centre Boundary where business-related development is to be expected.

The closest neighbouring property to the proposed signage is located 33m from the application site. Concerns were expressed by a neighbour in respect of the light from the sign shining into their property, whereby they requested the lighting to be turned off between 9pm and 6am. Whilst this separation is acceptable, to address the concern expressed, a planning condition is recommended for the signage to be turned off outside of the operating hours of the business (which are 7am - 5pm Monday to Friday; 8am - 5pm Saturday). With the inclusion of this planning condition, it is not considered that the proposal would result in unacceptable impacts on residential amenity.

The application site is located near to the boundary, but outside of the Ringwood Conservation Area, with a separation distance of 65m. Concerns were raised by the Town Council and District Councillor with regard to the sign being too big, setting a precedent and being out of keeping, with further concerns relating to the impacts on the character and appearance of the area, including the Conservation Area.

Having considered these objections, the proposed signage is sited 65m away from the Conservation Area boundary and is sited within a well-established industrial estate where business related development is to be expected and the signage would not be visible from public vantage points within the Conservation Area. Given this separation distance, it is not considered that the proposal is out of keeping with its surroundings or that it would impact upon the character and appearance of the area, including the Conservation Area.

Furthermore, the signage is considered to be of a suitable and acceptable appearance for a business unit of its scale and size. A number of similarly sized and illuminated signage exists on adjacent and neighbouring business units within the Carvers Trading estate, having been granted consent by the Council. As such, the proposals are considered to be acceptable in respect of impact on the visual amenity of the Conservation Area

### Highway Safety

The Carvers Trading Estate is served by a private road. Whilst the signage is illuminated, it is set back from the main road (B3347 Mansfield Road) by 47m and is visible from limited public vantage points.

Hampshire County Council Highway Authority raised no objections to the application with regards to public safety. As such, the proposal is considered acceptable in terms of highway and public safety.

## 11 CONCLUSION

The proposed signage is of an appropriate design, size and location within the context of the established Carvers Trading Estate. It is not considered to impact

upon visual amenity, including the amenities of residential properties or the Conservation Area, by virtue of the separation distances and the inclusion of the aforementioned planning condition, and no highway safety objection is raised.

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:**

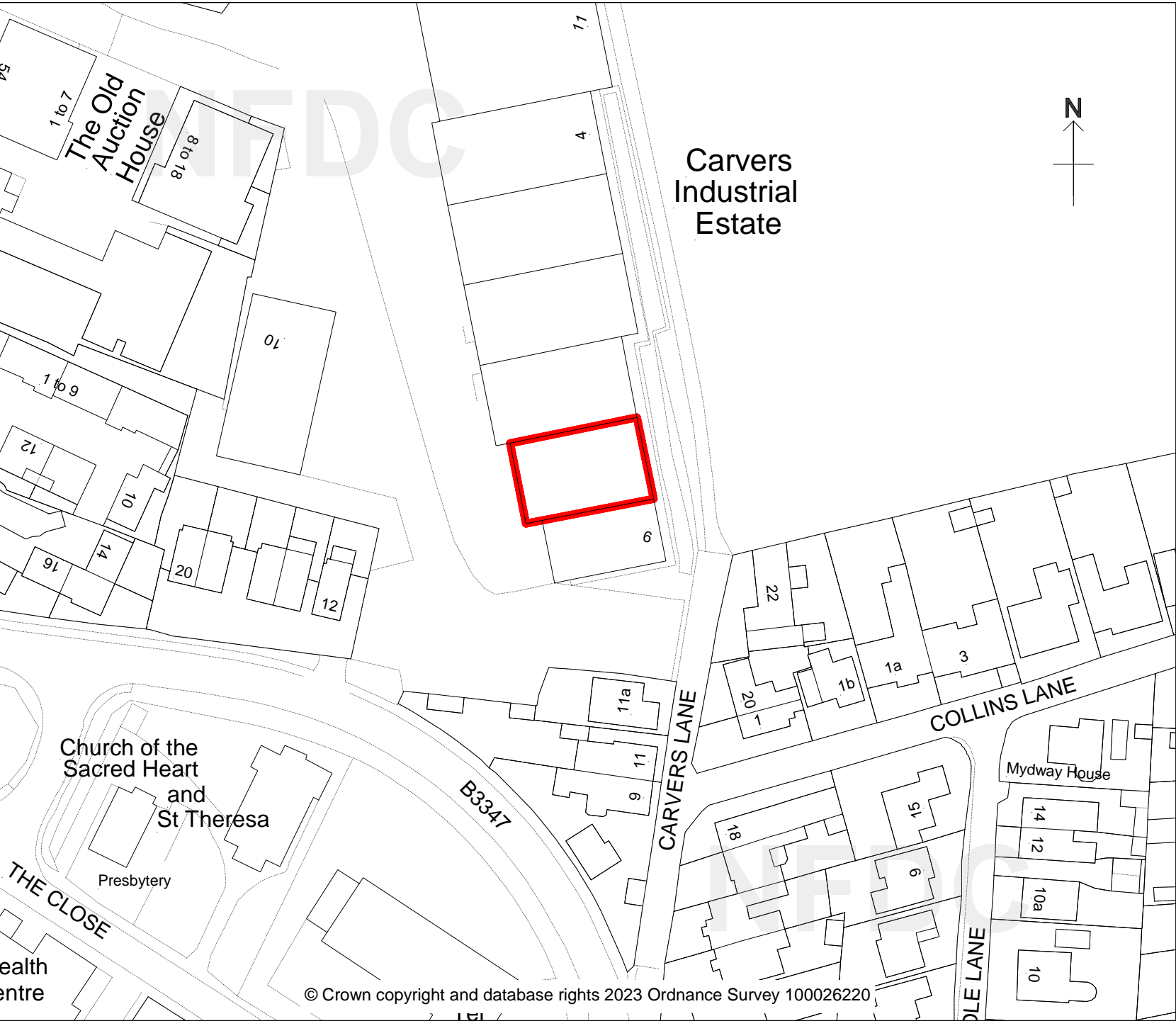
6. The advertisements hereby approved shall not be illuminated outside the operational hours of the business use of the premises.

Reason: To safeguard the visual amenities of the area and the amenities of nearby residential occupiers, 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**

**June 2023**

8 Carvers trading Estate  
Southampton Road  
Ringwood  
23/10310

Scale 1:1000

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