

Application Number: 25/10058 Advertisement Consent
Site: WALCOT HOUSE, BLACKFIELD ROAD, FAWLEY
SO45 1ED
Development: Double sided sign mounted on two poles with reflective text
(Application for Advertisement Consent) (Retrospective)
Applicant: Mr Elliott
Agent:
Target Date: 01/04/2025
Case Officer: Julie Parry
Officer Recommendation: Grant (Advert)
Reason for Referral to Committee: Parish Council contrary view

25/10058

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Amenity
- 2) Public safety

2 SITE DESCRIPTION

The application relates to a detached two-storey property within the built-up area of Fawley. The property is currently used as a guest house and is located relatively close to the junction of Blackfield Road with the B3053. There is a large area of hard surfacing to the front of the property with open access to allow for parking. The side boundaries are defined with high fences. Along Blackfield Road there are a mixture of styles and sizes of residential properties. Near Walcot House the pavement is only on one side of the road, which, along with the amount of vegetation, gives the location a semi-rural character. On the northwestern boundary, a sign has been erected advertising the bed and breakfast business. The sign is the subject of this application.

3 PROPOSED DEVELOPMENT

The application seeks advertisement consent for the retention of the double sided sign advertising the bed and breakfast business. The sign is erected on two poles and the white reflective text is on a blue background.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description
13/11351 Continued use as guest house (Lawful Use Certificate for retaining an existing use or operation)	17/12/2013	Was Lawful

84/NFDC/27135 Extension to kitchen and addition of a bedroom.	23/08/1984	Granted
82/NFDC/22729 Addition of 2 bedrooms and a bathroom.	12/10/1982	Granted
75/NFDC/01866 Change of use from guest house to use as rest home for the elderly.	06/02/1975	Granted Subject to Conditions

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

National Planning Policy Framework

National Planning Policy Guidance

Plan Policy Designations

Built-up Area

6 PARISH / TOWN COUNCIL COMMENTS

Fawley Parish Council:

We recommend refusal of this retrospective application; the sign is on and above the boundary fence line; it impacts the neighbouring property and may cause a distraction to passing motorists. We recommend the sign be returned to its previous position.

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

HCC Highways

The advertising signage will not affect the safety or operation of the adjoining highway. No objection.

9 REPRESENTATIONS RECEIVED

6 letter of support have been received for the following reasons:-

- Nice looking sign
- Not inoffensive or distracting
- Required to identify business especially at night

10 letters of objection have been received for the following reasons:-

- Overlooks neighbouring property
- excessive in size and height
- Intrusive and dominant in the residential landscape
- Reflective lettering causing a traffic distraction

10 PLANNING ASSESSMENT

Principle of Development

There is a separate consent process within the planning system that controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, which is in accordance with the Town & Country Planning Control of Advertisements (England) Regulations 2007 regulation 3 (1& 2).

Amenity

Policy ENV3 requires new development to achieve high quality design that contributes positively to local distinctiveness, quality of life and the character and identity of the locality.

Paragraph 141 of the National Planning Policy Framework (NPPF) states that Advertisements should be subject to control only in the interests of amenity and public safety. It also identifies that the quality and character of places can suffer when advertisements are poorly sited and designed.

The Bed and Breakfast business within Walcot House has been established for a number of years. A Lawful Development Certificate was issued in 2013 (13/11351) which confirmed the continued use of this business to be lawful.

Until recently, there was signage advertising the business in the form of two double sided signs which were positioned close to the front boundary on the east and west boundaries. These signs have been replaced with a single double-sided sign on the west boundary, set back from the front of the site by 1.7 metres. The sign measures 0.75 m² and, with the use of reflective lettering, it would have some luminance when lit by car lights. The sign is 2.5 metres high and is contained within the application site and does not overhang the shared boundary with Omega.

The use of signage outside a bed and breakfast establishment is considered appropriate in order to advertise the business. Within the Town and Country Planning (Control of Advertisements) Regulations 2007, deemed consent does allow for a sign for this type of business of up to 1.2m² if also less than 4.6 metres above ground height, providing it is not illuminated. In this case, the use of a reflective material on the sign does mean that the sign would be classed as 'illuminated', albeit that the illumination is indirect and intermittent. However, given the limited size of the sign, its position and its set back from the road, the sign does not appear unduly dominant in the streetscene. And because the illumination is reflective rather than constant, it is not considered the illumination would be visually harmful in this context.

The Advertisement Regulations state that "amenity" includes both visual and aural amenity. In this case, the proposed signage is fixed and would not generate any noise and is therefore considered to have no significant detrimental impact upon aural amenity.

As such, the sign appears acceptable within the street scene, and does not significantly detract from the local character. Therefore, the proposal is considered to comply with Policy ENV 3 of the Local Plan Part 1.

Residential amenity

The sign is positioned alongside the shared boundary with the neighbour to the west, Omega, which has a bay window on the front elevation from which there are views of the sign. This neighbour has objected on the basis that the sign is excessively large, high and dominant, which along with the use of reflective material appears intrusive and encroaches on their outlook. The boundary fence adjacent to the sign has recently been altered to lengthen it towards the highway. There is also some planting within the neighbour's garden, alongside the fence, which will potentially provide some additional screening on this boundary. The new sign is different in design and position to the previous sign. And being closer to the neighbouring property, along with the use of reflective text, it is more visible from the neighbour's window. It is appreciated that the sign can be viewed from the front window, at an angle. However, taking into consideration that there was a sign close to this location previously and that there is a degree of separation between the sign and the neighbour's front window, the sign would not be overbearing to this neighbour's outlook; nor would it cause a loss of light. Therefore, the impact on this neighbour's visual amenity is not considered to be sufficiently harmful as to warrant a refusal of advertisement consent.

In this regard, as the sign does not significantly impact on the neighbour's amenity, it is considered to comply with Policy ENV 3 of the Local Plan Part 1.

Public safety

Policy ENV3 seeks to ensure that development will create places that are safe and easy to navigate.

There have been a number of objections, including from the neighbour at Omega to the west and the Parish Council, in respect of the potential for the sign to be a distraction to motorists.

There is a pedestrian footpath alongside the front boundary of the application site. The sign is set back into the site by 1.7 metres and the Highway Authority are satisfied that the advertising will have no material impact on the safety or operation of the adjoining highway.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 also state that 'Public Safety' is not confined to just road safety. Crime prevention and detection are also relevant; the obstruction of highway surveillance cameras, speed camera and security camera by advertisements is now included. It is considered that the proposed signage has no impact upon any such equipment.

As such, no objection is raised on the grounds of public safety.

11 CONCLUSION / PLANNING BALANCE

It is considered that the sign is of an appropriate size and is appropriately sited so as to appear acceptable within the streetscene. The proposal does not have an unacceptably harmful effect on either the visual amenity of the area or neighbouring properties. As such, the proposal would comply with Policy ENV3 of the local plan. Furthermore, there are no public safety concerns and the proposal would comply with the amenity related provisions of the National Planning Policy Framework and Development Plan. Accordingly, it is recommended that advertisement consent be granted.

12 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

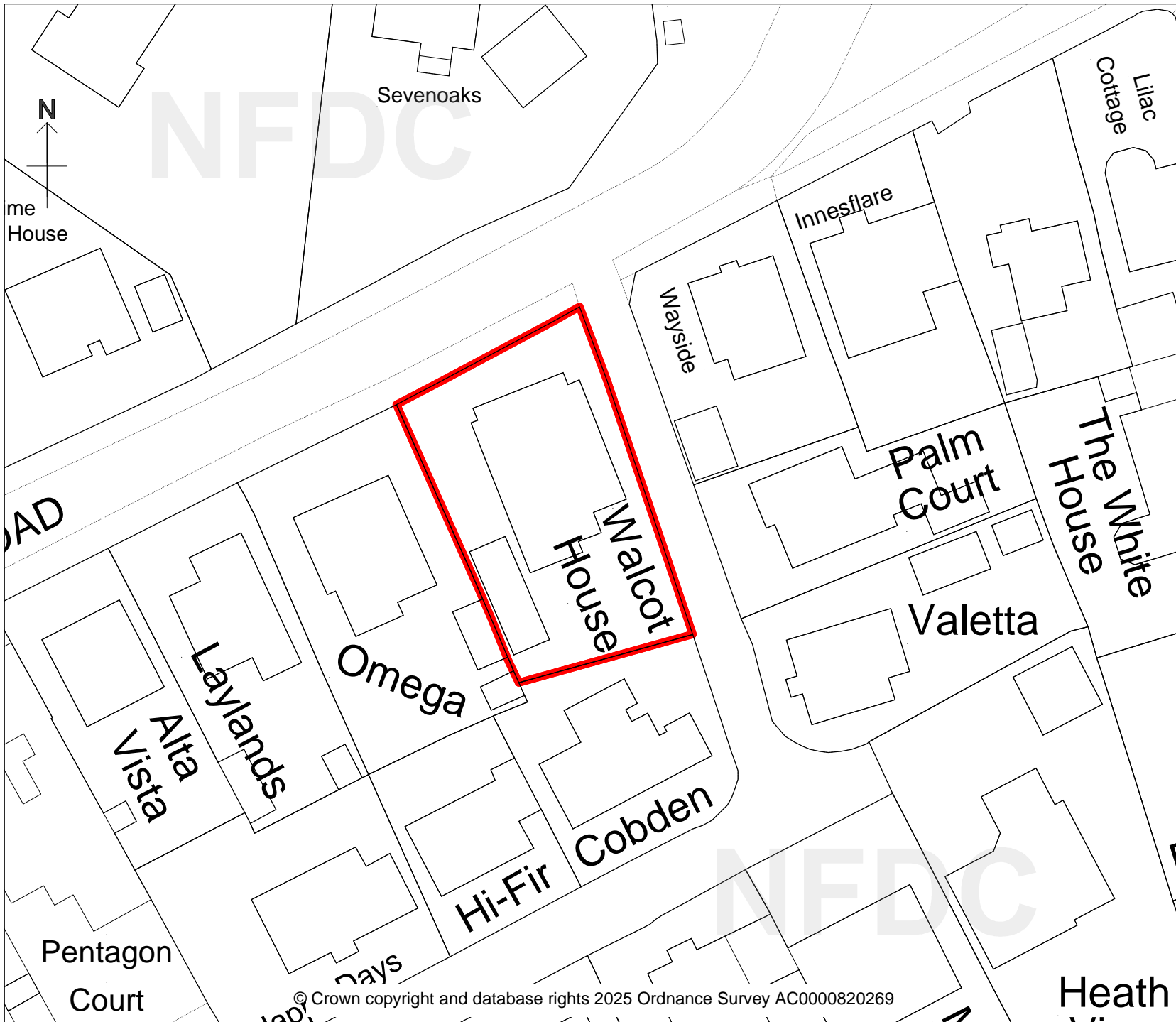
Standard Conditions

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).

Further Information:

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PLANNING COMMITTEE

March 2025

Walcot House
Blackfield Road
Fawley
25/10058

Scale 1:500

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