

Application Number: 16/10520 Advertisement Consent

Site: MAYFLOWER HOTEL, KINGS SALTERN ROAD, LYMINGTON
SO41 3QD

Development: Display 1 illuminated pole-mounted sign; non-illuminated fascia sign; 1 letter sign; 3 post-mounted signs; 2 canopy signs
(Application for Advertisement Consent)

Applicant: Design Management Partnership

Target Date: 01/07/2016

1 REASON FOR COMMITTEE CONSIDERATION

Contrary to Town Council view.

2 DEVELOPMENT PLAN, OBJECTIVES AND POLICIES

Core Strategy

Objectives

1. Special qualities, local distinctiveness and a high quality living environment
6. Towns, villages and built environment quality

Policies

CS2: Design quality
CS3: Protecting and enhancing our special environment (Heritage and Nature Conservation)
CS24: Transport considerations

Local Plan Part 2 Sites and Development Management Development Plan Document

DM1: Heritage and Conservation

3 RELEVANT LEGISLATION AND GOVERNMENT ADVICE

Section 38 Development Plan
Planning and Compulsory Purchase Act 2004

National Planning Policy Framework
NPPF Ch. 7 - Requiring good design
NPPF Ch. 12 - Conserving and enhancing the historic environment

4 RELEVANT SITE HISTORY

04/83004	Reposition freestanding hotel and local authority car park sign Mayflower Hotel, Kings Saltern Road, LYMINGTON SO41 3QD	14/12/2004	Granted Subject to Conditions
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04/82840	Reposition pedestrian access gateway; new covered walk way Mayflower Hotel, Kings Saltern Road, LYMINGTON SO41 3QD	25/11/2004	Granted Subject to Conditions
04/82280	Timber decking Mayflower Hotel, Kings Saltern Road, LYMINGTON SO41 3QD	12/10/2004	Refused
04/81989	Screen walling to rear of public house yard area The Mayflower, Kings Saltern Road, LYMINGTON.	20/08/2004	Refused
04/81837	Retention of 2 retractable awnings and external lighting in car park APPEAL ALLOWED IN PART Mayflower Hotel, Kings Saltern Road, LYMINGTON	16/08/2004	Refused Appeal allowed in part (awnings)
84/27595	Display of an illuminated painted pole mounted sign.	15/10/1984	Refused

5 COUNCILLOR COMMENTS

No comments received

6 PARISH / TOWN COUNCIL COMMENTS

Lymington Town Council: recommend refusal
Illumination in this urban environment which is also a conservation area is not acceptable as it will have an adverse effect upon the street scene.

7 CONSULTEE COMMENTS

Conservation Officer:

No objection: The proposed signage is in keeping with the Conservation Area. The illuminated sign replaces a previously illuminated sign with a more discrete and focused light source. This would not detract from the character of the Conservation Area in this instance.

Natural England

No comment

Hampshire County Council Highway Engineer:

No Objection

8 REPRESENTATIONS RECEIVED

None received

9 CRIME & DISORDER IMPLICATIONS

None Relevant

10 LOCAL FINANCE CONSIDERATIONS

Local financial considerations are not material to the decision on this application

11 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 all the above apply and as the application was acceptable as submitted no specific further actions were required.

12 ASSESSMENT

- 12.1 The Mayflower Hotel public house, is an unlisted building located in the Kings Saltern Conservation Area. It has recently been refurbished and this has included replacement of the signage on the building and around the site. The application is therefore retrospective and is for an almost like-for-like replacement with but alterations in design. The matters for consideration relate to highway safety and visual amenity.
- 12.2 The pole mounted sign (sign C) is illuminated and replaces a previously illuminated sign. This sign is not overly large or dominant within the Street Scene and as such is considered to be acceptable in this location. The illumination is provided by slimline LED pelmet lights which offer sympathetic lighting in this sensitive Conservation Area location. Illumination within a Conservation Area has to be carefully considered, however, the proposed illumination is discrete and appears to restrict its light to the illumination of the sign only. The Conservation Officer has viewed the sign at dusk and noted that although the lights were visible,

they were concentrated on one point. In this instance the limited illumination proposed in this location and in front of the building would not detract from the Conservation Area. Given this assessment there would be sufficient justification for an illuminated sign in this instance.

- 12.3 The canopy signs (signs H and I) to the rear form two large sun canopies which are stored retracted and therefore have limited impact on the area, are in keeping with the character of the area and represent an improvement to those previously on site. The original which they replace canopies were allowed under appeal in 2004.
- 12.4 The other signs comprising a non-illuminated fascia sign, (sign B), 1 letter sign (sign A), 3 post mounted signs (signs E, F and G) are all considered to be in keeping with the business, are not excessive in number are understated and are of a subtle colour scheme, therefore they are considered appropriate to their sensitive context. As such they do not have a detrimental impact on visual amenity, the Conservation Area or the street scene.
- 12.5 There are no highway objections raised.
- 12.6 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.

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:

1. The development permitted shall be carried out in accordance with the following approved plans received with the application 6th May 2016:
118468/Planning-B

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 all the above apply and as the application was acceptable as submitted no specific further actions were required.

Further Information:

Householder Team

Telephone: 023 8028 5345 (Option 1)



New Forest
DISTRICT COUNCIL

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**Planning Development
Control Committee**
July 2016

Item No:3j
Mayflower Hotel
Kings Saltern Road
Lymington
16/10520
SZ3395

Scale 1:1250

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

