

Application Number: 17/10398 Advertisement Consent

Site: CROWN INN, RINGWOOD ROAD, BRANSGORE BH23 8AA

Development: Display 2 externally illuminated fascia signs and 1 illuminated post mounted sign; (Application for Advertisement Consent)

Applicant: Michells & Butlers

Target Date: 23/05/2017

Extension Date: 11/08/2017

RECOMMENDATION: Grant Subject to Conditions
Case Officer: Jim Bennett

17/10398

1 REASON FOR COMMITTEE CONSIDERATION

Contrary Parish Council view.

2 DEVELOPMENT PLAN, OBJECTIVES AND POLICIES

Core Strategy

CS2: Design quality

CS3: Protecting and enhancing our special environment (Heritage and Nature Conservation)

Local Plan Part 2 Sites and Development Management Development Plan Document

None

National Planning Policy Framework (NPPF)

Chapter 7 - Requiring Good Design - Paragraph 67

Conservation Area: N :

Tree Preservation Order: N TPO No: TPO/0055/06/T1

Built-up Area

3 RELEVANT LEGISLATION AND GOVERNMENT ADVICE

Section 38 Development Plan

Planning and Compulsory Purchase Act 2004

National Planning Policy Framework

4 RELEVANT SITE HISTORY

- 4.1 12/99300 Low level lighting bollards; 2 x 1 metre to front of site; 9 x 1.5 metre to perimeter of car park - 05/03/2013 Granted park
- 4.2 07/90753 Display externally illuminated double sided post sign - 08/10/2007 Granted
- 4.3 07/89667 Display illuminated post mounted sign; 3 illuminated wall signs - 15/06/2007 Granted

5 COUNCILLOR COMMENTS

No Comments Received

6 PARISH / TOWN COUNCIL COMMENTS

Bransgore Parish Council - Refusal The increased number of illuminated signs is considered to be intrusive and out of keeping with the rural location and could distract drivers negotiating the nearby crossroads.

7 CONSULTEE COMMENTS

- 7.1 Hampshire County Council Highway Engineer: the Highway Authority have no in principle objections to any of the new signage proposed within the application. However the location of the new post sign (sign 1) is not clear from the plans provided, therefore subject to confirmation that no part of the sign would be within 450 mm from the edge of the adjoining carriageway in Ringwood Road then the Highway Authority would make raise no objections.
- 7.2 New Forest National Park: no comments received

8 REPRESENTATIONS RECEIVED

No Comments 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

Following the Parish Council's objection to the level of illumination shown in the original submission, the applicant was requested to provide amended plans showing a reduced level of illumination. That request was complied with, following submission of a scheme with just 3 no. illuminated signs, which officers considered to be acceptable.

12 ASSESSMENT

- 12.1 The site comprises the Crown Inn Public House, which is sited in a prominent location adjacent to the crossroads of Ringwood Road and Burley Road in Bransgore. The existing building is a traditional Public house with its slate roof and painted masonry. The site is open to view from all adjoining highways and nearby residential dwellings. To the rear of the site is the pub car park from which access is gained into the building. The site lies within the built up area boundary of Bransgore, adjoining the countryside. The New Forest National Park boundary lies to the south of Burley Road, however the proposals would have no greater impact upon it's character or setting than the existing signs.
- 12.2 The application originally sought advertisement consent to display 4 no. externally illuminated fascia signs, 1 no. illuminated post mounted sign and 1 no. illuminated double sided post sign, replacing existing signage on the site. Following the Parish Council's objection to the level of illumination shown in the original submission, the applicant was requested to provide amended plans showing a reduced level of illumination. Amended plans were submitted proposing a scheme with just 3 no. illuminated signs; one each on the southern and northern gables of the public house and 1 no. post mounted sign within the car park.
- 12.3 There have been several previous applications at this site for advertisement consent, all granted, although the revised proposal would see a reduction in the number of illuminated signs on the building from 3 to 2. However, there would be one additional non illuminated sign on the front elevation. The proposal also includes the replacement of the existing illuminated pole mounted sign in the car park.
- 12.4 As this application is for advertisement consent the only issues that can be taken into consideration is the impact upon the visual amenities of the area and public safety. As there is no net increase in the level of illuminated signs proposed at the site, officers do not consider the proposal adversely impacts upon the visual amenities of the locality. The Highway Authority do not raise any concerns over the proposed level of illumination and have been reconsulted on the amended form of the proposal, which deletes the post sign over which a query was raised by the Highway Engineer. Any further comments will be reported in this regard.
- 12.5 In light of the above, officers do not consider a reason for refusal can be substantiated on the basis of loss of visual amenities or public safety. The proposal complies with the design and amenity related provisions of Policy CS2 of the Core Strategy and accordingly it is recommended for approval.
- 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 advertisements permitted shall be carried out in accordance with the following approved plans received by the Local Planning Authority on 22nd June 2017: Drawing Nos. 123954 Rev A - 1:1250 Location Plan, 123954 Rev A - 1:500 Block Plan, 123954 Rev A - Photomontage, 123954 Rev A - Sign 1 and 2 and 123954 Rev A - Signs 4, 5 and 6

Reason: To ensure satisfactory provision of the development.

2. The signage hereby approved shall only be implemented in its entirety as a full replacement for and shall not be supplementary to the existing signage, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To protect the visual amenity of the area in accordance with Policy CS2 of the Local Plan for the New Forest District outside the National Park (Core Strategy)

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.

Following the Parish Council's objection to the level of illumination shown in the original submission, the applicant was requested to provide amended plans showing a reduced level of illumination. That request was complied with, following submission of a scheme with just 3 no. illuminated signs, which officers considered to be acceptable.

Further Information:

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New Forest DISTRICT COUNCIL

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**Planning Development
Control Committee
August 2017**

Item No: 3e

Crown Inn
Ringwood Road
Bransgore
17/10398
SZ1897

Scale 1:1250

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

