

Application No: 17/00327/ADV Advertisement Consent

Site: Warren Farm, Balmer Lawn Road, Brockenhurst, SO42 7TT

Proposal: 1no. non-illuminated post mounted hanging sign and retention of 1no. non-illuminated panel sign (Application for advertisement consent)

Applicant: Miss S Bayliss, Brockenhurst Stables

Case Officer: Lucie Cooper

Parish: BROCKENHURST

1. REASON FOR COMMITTEE CONSIDERATION

Contrary to Parish Council view

2. DEVELOPMENT PLAN DESIGNATION

No specific designation

3. PRINCIPAL DEVELOPMENT PLAN POLICIES

CP8 Local Distinctiveness
DP1 General Development Principles

4. SUPPLEMENTARY PLANNING GUIDANCE

Design Guide SPD

5. NATIONAL PLANNING POLICY FRAMEWORK

Sec 7 - Requiring good design
Sec 11 - Conserving and enhancing the natural environment

6. MEMBER COMMENTS

None received

7. PARISH COUNCIL COMMENTS

Brockenhurst Parish Council: Recommend refusal. We object to this proposal as it would increase the number of signs at the site but would approve if all other signs were removed.

8. CONSULTEES

8.1 Highway Authority (HCC): No objection.

9. REPRESENTATIONS

- 9.1 Three letters of objection:
- Facilitates the intensification of the site
 - Adds to the number of existing adverts
 - Visually intrusive and unsympathetic

10. RELEVANT HISTORY

- 10.1 None

11. ASSESSMENT

- 11.1 Warren Farm is a licensed riding stables located to the southern side of Balmer Lawn Road and is accessed via a private track. It is located to the rear of the properties which front onto Balmer Lawn Road and is surrounded by fields. There are a number of outbuildings at the site.
- 11.2 This application seeks consent for two non-illuminated advertisements. Advertisement 1 (referred to as Sign no. 1 in the planning statement and plans) is an existing aluminium panel advertisement located on an inner gate of the site. Advertisement 2 (referred to as Sign no. 3 in the planning statement and plans) is a post mounted hanging sign to be located within the premises at the front entrance gate on Balmer Lawn Road. Both signs would be visible from the public highway.
- 11.3 As this application is for advertisement consent, the application is assessed under the Town and Country Planning (Control of Advertisements) Regulation 2007 which allows for only 'amenity' and 'public safety' to be material considerations.
- 11.4 Advertisement 1 is not considered to be appropriate due to its scale and appearance. Our Design Guide Supplementary Planning Document (2011) refers to inappropriate signage which can detract from the quality of an area and that it is rural places in particular which can suffer most from the imposition of urban signs and cluttering. It also states the duplication of signs and repetition at various scales should be avoided. A number of signs at the entrance to the premises (which are considered to benefit from deemed consent under Town and Country Planning (Control of Advertisements) Regulation 2007) already indicate arrival at the premises and for this reason Advertisement 1 is considered to add to the cluttered appearance which detracts from the visual amenities and rural character of the area.
- 11.5 It is noted that for the effective operation of the business it is desirable for the entrance of the site to be easily identifiable when approached along Balmer Lawn Road and this is not achieved by

the existing signage. Advertisement 2 is considered to be a traditional post mounted hanging sign of appropriate scale and appearance. It is not considered that this addition would have a significantly detrimental impact upon the visual amenity of the area and it does not add to the clutter of existing advertisements at ground level.

- 11.6 Hampshire County Council Highways have stated that neither of the proposed advertisements would have an adverse impact on the safety or convenience of road users.
- 11.7 Brockenhurst Parish Council have recommended refusal on the basis that these advertisements would add to the number of signs already at the premises but would support the application if other signs were removed.
- 11.8 In conclusion, it is considered that in relation to Advertisement 1 due to its scale and appearance (and the existing signage on the site) it would appear both cluttered and visually intrusive in the landscape which would be detrimental to the visual amenity of the area and the special qualities of the National Park. Advertisement 2 is acceptable and should be recommended for permission as it is considered that this addition would not add to the cluttered appearance or have a detrimental impact upon the visual amenity of the area. It is therefore recommended that a split decision be issued, as detailed below.

12. RECOMMENDATION

Split Decision

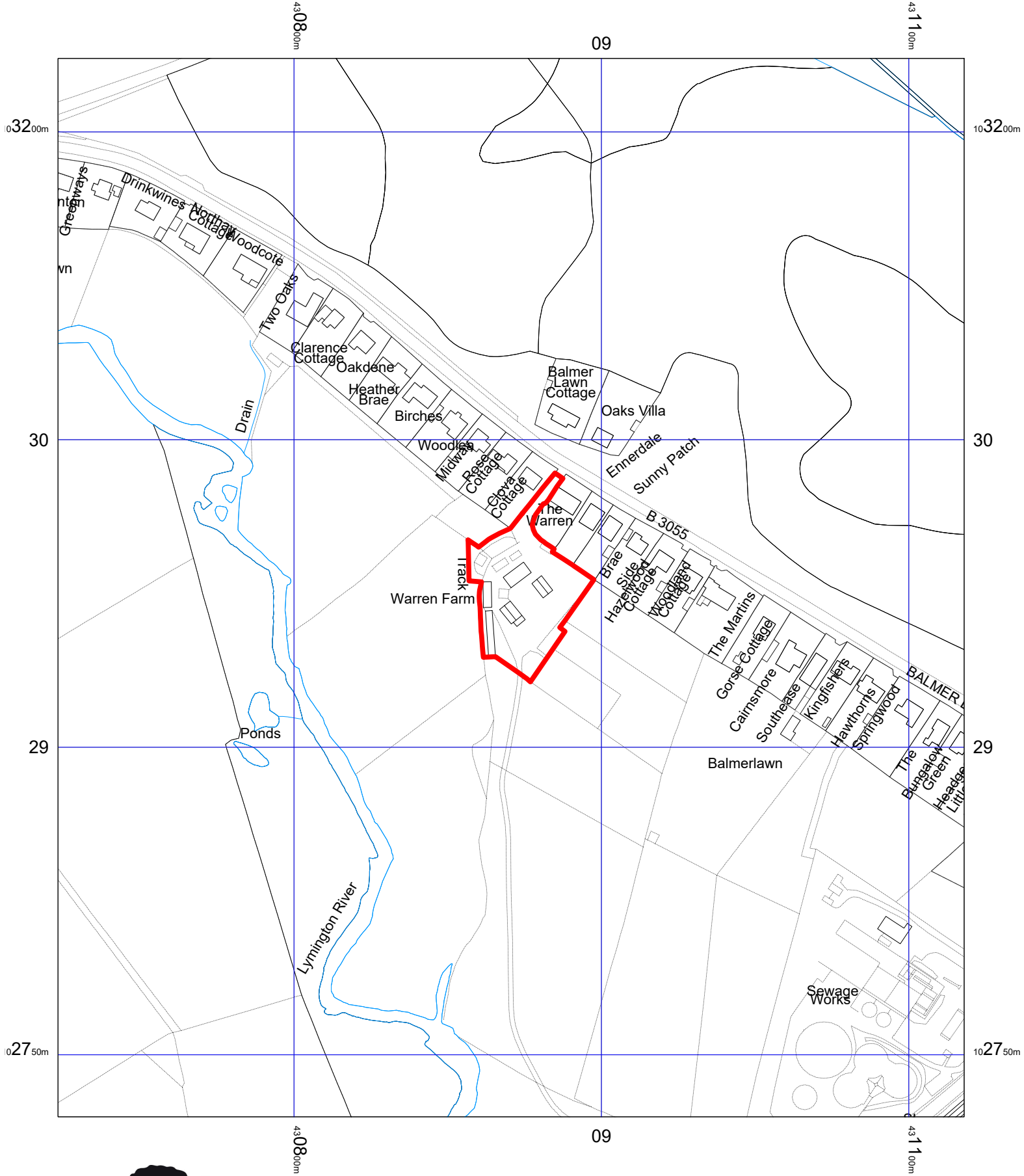
- 1 **Refuse Advertisement 1** (referred to Sign no. 1 in the planning statement and plans):

Advertisement 1 (referred to as Sign no. 1 in the planning statement and plans), by virtue of its scale, appearance and siting adds to the cluttered array of signage at the site which is out of character and would have a detrimental impact on the visual amenities and scenic qualities of this rural landscape in the New Forest National Park. This advertisement would be contrary to policies DP1 and CP8 of the New Forest National Park Core Strategy and Development Management Policies (DPD) (December 2010).

- 2 **Approve Advertisement 2** (referred to Sign no. 3 in the planning statement and plans), subject to the following conditions:

1. Any advertisement 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, and 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 or aerodrome (civil or military).



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