

Application No: 22/00164/ADV Advertisement Consent

Site: Jewsons, Common Road, Whiteparish, Salisbury, SP5 2QW

Proposal: Display of 1no. non-illuminated post mounted sign (Application for Advertisement Consent)

Applicant: Mr I Conabeer, Jewson

Case Officer: Ann Braid

Parish: WHITEPARISH

1. REASON FOR COMMITTEE CONSIDERATION

Contrary to Parish Council view

2. DEVELOPMENT PLAN DESIGNATION

No specific designation

3. PRINCIPAL DEVELOPMENT PLAN POLICIES

DP2 General development principles
SP17 Local distinctiveness
SP7 Landscape character
SP15 Tranquillity

4. SUPPLEMENTARY PLANNING GUIDANCE

Design Guide SPD

5. NATIONAL PLANNING POLICY FRAMEWORK

Sec 12 - Achieving well-designed places
Sec 15 - Conserving and enhancing the natural environment

6. MEMBER COMMENTS

None received

7. PARISH COUNCIL COMMENTS

Whiteparish Parish Council: Recommend refusal:

Object to this application and recommend refusal of a large sign on registered common land as it sets a precedent for further signs in the New Forest National Park area of the village of Whiteparish.

8. CONSULTEEES

8.1 Highway Authority (WC): No objection subject to condition

9. REPRESENTATIONS

9.1 The sign is out of keeping with the locality, which is ancient woodland and rural. The sign is located on common land.

10. RELEVANT HISTORY

10.1 Erection of storage building; cladding to existing mill building; external racking; external building and pole mounted lighting; barrier; demolition of existing warehouse (21/00399)- pending decision.

11. ASSESSMENT

11.1 The Jewsons site is located close to the junction between Common Road and the A36 Salisbury Road. The site was originally a brickworks and comprises a range of substantial buildings which are used for storage and distribution as well as retail. The surrounding land is rural with ancient woodland adjacent to the site, and fields behind. There are two dwellings located to the west of the site and limited sporadic residential development along the A36. The land to the rear of the site is at a higher level, and the northern and eastern boundaries are wooded. There is existing security lighting at the site, and, until recently, the site has displayed a non-illuminated sign attached to the fence, miscellaneous banner signs and a flag sign close to the access to the site.

11.2 An application is currently under consideration to replace or upgrade some of the buildings and revise the layout of the site and traffic circulation. In respect of that application, there are considerable issues relating to drainage, lighting, ecology and materials as well as the impact of use of the site on neighbours which still need to be addressed and additional information is in the process of being prepared.

11.3 Advertisement consent is sought for a sign at the access which would be mounted on poles. It would have a maximum height of 3 metres and measure 1.7 metres across. The application is retrospective, and the sign which was formerly attached to the fence has been removed. The flag sign is also no longer displayed, and it is intended to remove the flag pole.

11.4 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the

provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary, or offensive to public morals. The issues to be assessed are therefore whether the proposed non-illuminated sign would have any impact on highway safety and whether there would be any adverse impact on the amenity of the locality.

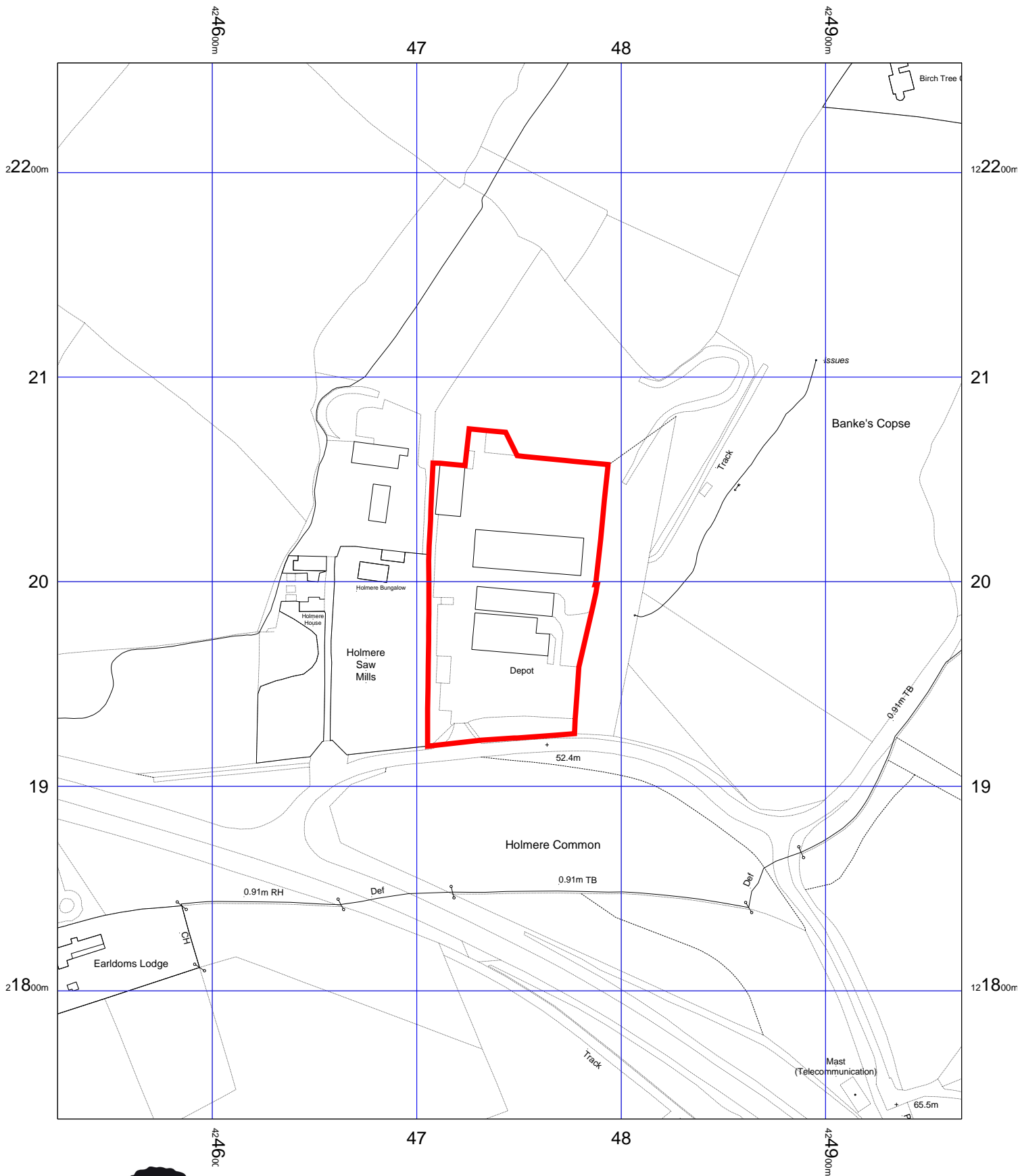
- 11.5 The Highway Authority (Wiltshire Council) raises no objection to the proposal. The requested condition is intended to ensure the sign would be no closer to the highway than 600mm. This has been checked on site and as the sign is in situ more than 600mm from the highway, there is no need to impose the condition. With regard to local amenity, the sign is not illuminated, and is similar in size and visual impact to the sign that was formerly displayed. The removal of the advertising flag has reduced signage clutter and overall the proposed sign does not appear inappropriate, or out of keeping with the scale of the Jewsons site.
- 11.6 The Parish Council has raised an objection to the siting of the new sign, on land which is understood to be common land. According to the application forms and plans, the applicants own the land on which the sign is sited and whilst the Parish Council's concern is valid in respect of the amenity of the areas of their parish which are part of the common lands and the National Park, any applications for signs on other commercial premises along Common Road may be assessed individually, and as this is a relatively simple and modest in comparison with the scale of the buildings on the site, it would not create an undesirable precedent.
- 11.7 The adopted New Forest Design Guide advises that opportunities should be taken in rural localities to reduce sign clutter, by ensuring signs are well positioned, visible, and readable. In this instance, the proposal would appear appropriate and sympathetic in the light of the overall character of the site and in comparison with previously displayed signage. The sign would not contribute further to a gradual suburbanising effect within the National Park, and the proposal would therefore be in accordance with Policies DP2 and SP17

12. RECOMMENDATION

Grant Subject to Conditions

Condition(s)

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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