

HEWEB – Hedge End, West End and Botley Local Area Committee Monday 1 October 2018.

Application Number: A/18/83891
Case Officer: Rosie Rivers
Received Date: Wednesday 22 August 2018
Site Address: ITCHEN VALLEY COUNTRY PARK, ALLINGTON LANE, WEST END
Applicant: Ian Austin
Proposal: Display of 2no. non-illuminated entrance welcome signs, 4no. non-illuminated galley flag signs and 2no. non-illuminated fascia signs to Woodland Cafe.
Recommendation: Consent to display adverts subject to the consideration of any further representations and consultation responses.

CONDITIONS AND REASONS

- 1 The development hereby permitted shall be implemented in accordance with the following plans numbered: 01 and SU4615NW

Reason: For the avoidance of doubt and in the interests of proper planning.

- 2 This consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

a) No advertisement to be displayed without the permission of the owner of the site (this includes land or buildings where the advertisement is displayed), or any other person with an interest in the site entitled to give permission.

b) The siting or display of an advertisement is prohibited if it endangers anyone using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), or would obscure or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air. It also prohibits the siting or display of an advertisement that would hinder the operation of any device used for the purpose of security or surveillance (such as closed circuit television cameras), or for measuring the speed of any vehicles (speed cameras or other speeding measuring devices).

c) The advertisement and any land or building used for the purpose of its display to be maintained in a reasonably clean and tidy condition so that it does not impact the visual amenity of the site.

d) Any structure or hoarding used for the display of advertisements to be maintained in a safe condition that does not endanger the public.

e) Following the removal of advertisement the site shall be left in a condition that does not endanger the public and in a reasonably clean and tidy condition so that it does not impact the site's visual amenity.

Reason: To comply with the advertisement regulations.

Note to Applicant: In accordance with paragraph 38 of the National Planning Policy Framework (July 2018), Eastleigh Borough Council takes a positive approach to the handling of development proposals so as to achieve, whenever possible, a positive outcome and to ensure all proposals are dealt with in a timely manner.

Note to applicant: Bats are present within the Woodland cafe building. Any works to display the advertisements on the building must not disturb this protected species.

Report:

This application has been referred to Committee because the application has been submitted by the Council.

Description of Application

1. The application is for the display of 2 welcome signs, 4 galley flag signs and 2 fascia signs on the Woodland Café. The signs are non-illuminated.
2. Sign 1 - sign board on posts, the sign measures 2m by 1m and is positioned on 2.4m high posts. The signs would be triangular in shape and would have the sign on three sides.
3. Sign 2 – sign boards on posts, consists of three separate signs. The signs measure 300mm by 1360mm and 1540mm by 1360mm
4. Signs 3, 4, 5, 6 – flag signs – the signs measure 1560mm by 495mm and are on wooden posts
5. Signs 7 and 8 – fascia signs on the front and rear of the café – measure 600mm by 2630mm
6. The exiting welcome signs at the entrance to the Country Park will be removed.

Site Characteristics

7. The site consists of an existing Country Park facility which is open to the general public. It comprises coniferous and broadleaf woodland wrapped around an area of amenity grassland with a visitors centre, woodland kindergarten, children play area, BBQ areas, and paths and trails for walkers, cyclists and horse riders. The site also contains a Go Ape course.
8. Most of the Country Park is designated as a Site of Importance for

Nature Conservation (SINC). South of the site is open grazing land and to the west, beyond an area of woodland, flows the River Itchen.

9. There are existing welcome signs at the front of the site, directional signs and flag signs along the road when accessing the site.

Relevant Planning History

10. A range of development has taken place within the Country Park to provide or improve the visitor experience.
11. Of most relevance to this application are:
12. A/13/72604 - Display of 1no. non-illuminated directional sign and 1no. non-illuminated hanging sign – Consent granted 15/07/2013
13. A/11/69269 - Display of 8no. directional signs, 2no. entrance signs, 3no. hanging signs and 1no. fascia sign (all non-illuminated) – Consent granted 14/09/2011
14. A/30618/005/00 – Display of 2 no. event boards at site entrance – Consent granted 30/11/2001

Representations Received

None received – consultation period expires on 22/09/18

Consultation Responses

15. None received - consultation period expires on 22/09/18

Policy Context: Designation Applicable to Site

- Outside Built-up Area Boundary
- Strategic Gap
- Within Site of Nature Conservation Interest

Development Plan Saved Policies and Emerging Local Plan Policies

16. Eastleigh Borough Local Plan Review 2001-2011 saved Policies: 67.BE

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014

- The Eastleigh Borough Local Plan 2011-2029 was submitted for examination in July 2014 but the Inspector concluded that insufficient housing was being provided for in the Plan and that it was unsound. While this has not been withdrawn and remains a material consideration, it can therefore be considered to have extremely limited weight in the determination of this application.

Emerging Eastleigh Borough Local Plan 2016-2036

- The Council is at the pre-Submission publication stage (Regulation 19) of the emerging Eastleigh Borough Local Plan for the Period 2016 – 2036. The current consultation stage runs from 25 June until 6 August 2018 with submission to the Secretary of State scheduled for Autumn 2018. The adoption of the Local Plan is anticipated in Summer 2019. Given the status of the emerging Plan, it is considered that limited weight can be attributed to it.

National Planning Policy Framework

17. The National Planning Policy Framework (NPPF) states in paragraph 132: The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system 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, taking account of cumulative impacts.

Policy Commentary

18. The above policies and guidance combine to form the criteria against which this application will be assessed with particular regard to visual amenity and character of the area, as well as public and highway safety.

Assessment of Proposal: Development Plan and / or Legislative Background

19. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

20. Regulation 3 (1) (2) (3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states: "A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

21. In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;

22. In the case of public safety:

- The safety of any person who may use any road, railway, waterway, harbour or aerodrome;

- Whether any display of advertisement is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.

23. In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted”.

Principle

24. Saved Policy 67.BE of the Eastleigh Borough Local Plan Review 2001-2011 allows for the display of a hoarding, sign or advertisement provided that it does not detract from the character of the locality, is appropriate to its surroundings in terms of design, size, materials, colour, positioning, level of illumination and the extent of existing signage, and it does not create a risk to public safety. The principle of the proposals is therefore considered to be acceptable subject to compliance with these specific criteria.

Impact on amenity and the character of the area

25. Signs 1 and 2 are welcome signs to the front of the site that would replace the existing signs at the front of the site. It is considered that sign 2 is similar in form and design to the existing signs on the site. It is considered that the proposed advertisements are acceptable in terms of their design, size and siting and would be in keeping with existing character of the country park.

26. Signs 3,4,5 and 6 are flag signs that would be positioned alongside the access road and within one of the parking areas. There are existing signs of this style and design within the Country Park. It is considered that the proposed signs are acceptable in terms of their design, size and materials and are in keeping with the existing signs within the site.

27. Signs 7 and 8 are fascia signs that are positioned on the front and rear of the café. The proposed signs are considered to be acceptable in terms of their design, size and positioning.

28. It is considered that the proposed signs in combination with the existing signs on the site would not result in an over proliferation of adverts in this countryside location. The adverts are considered to be acceptable in terms of their scale and siting as well as their materials and design and would not detract from the character of the surrounding area. The proposals are therefore considered to comply with the requirements of Saved Policy 67.BE of the adopted Local Plan.

Public and Highway Safety

29. The proposed advertisements would be set back from the road and are positioned on the verge of the access drive.

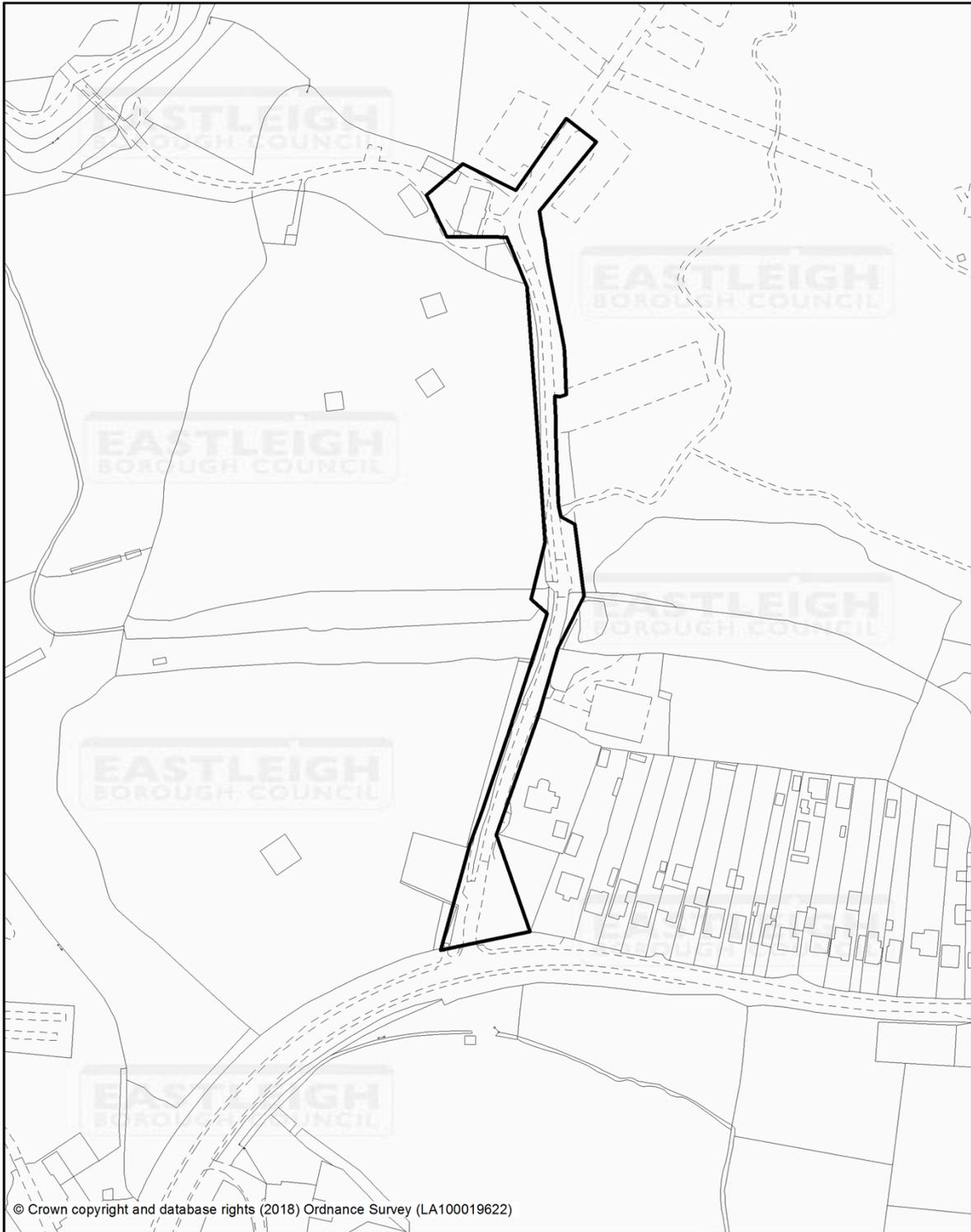
30. The proposal complies with the requirements of Saved Policy 67.BE of the adopted Local Plan in that it will not create a risk to either public or highway safety.

31. Protected species

32. Bats are located within the Woodland Café. The application is for advertisement consent and therefore only impact on amenity and highway safety can be considered as part of the application, however, an informative is recommended to remind the applicant that when carrying out works on the site any protected species must not be disturbed.

Conclusion

33. For the reasons as set out above, the proposals comply with the relevant legislation requirements, saved and emerging Development Plan policies and national planning policy and it is therefore recommended that advertisement consent be granted.



Title:
Itchen Valley Country Park

A/18/83891

Scale:
1:2500
Map Ref:
SU4615NW
Date:
18/09/2018

