

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA 10 November 2004

Item No: 01
Address: The Percy Hobbs Alresford Road Winchester Hampshire SO21 1HL

Parish/Ward Itchen Valley

Proposal Description: 2 no lettering fascia signs, 1 no welcome sign, 1 no internally illuminated menu sign and 2 no non-illuminated wall signs (AMENDED DESCRIPTION).

Applicants Name Whitbread Restaurants Plc

Case No: 04/02219/AVC

W No: W02013/06

Case Officer: Ms Suzanne Bowman

Date Valid: 24 August 2004

Delegated or Committee: Committee Decision

Reason for Committee: Parish Council submitted representations contrary to officer recommendation

Site Factors: Countryside

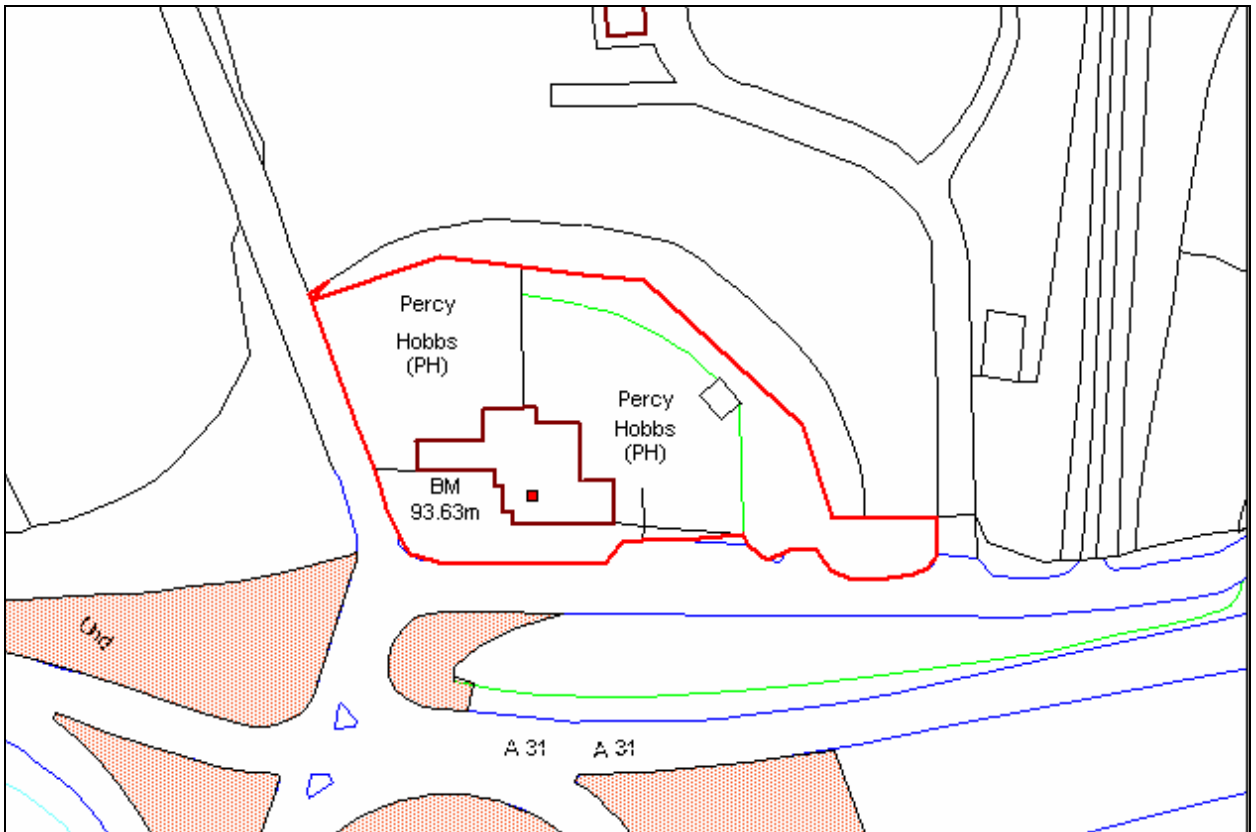
SITE LOCATION PLAN

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Site Description

The subject site is located on a corner plot within the Countryside, with frontages to Church Lane and Alresford Road, near the crossroads of the A31 and B3404. The Percy Hobbs is a two storey building constructed of rendered brick with a painted cream finish and a dark slate roof. The area in front of the building is paved, with an outdoor seating area. A car park for the hotel patrons is located to the east of the building. The site falls away slightly from the road level, with land falling in a south to north direction. The building is not clearly visible from the A31 and B3404, with the site at a lower level than the road due to the fall of the land.

Relevant Planning History

- W 02013/04 - Alterations and extension to public areas, kitchen, office and toilets plus additional car parking – Permitted 30/04/91
- W 02013/05 - Externally illuminated fascia sign also internally illuminated menu board – Permitted 04/06/91

Proposal

- As per Proposal Description
- All the existing signage is to be removed
- The proposed flag sign and carpark directional sign have been deleted from the application. Amended plans have been received, with a total of six new signs proposed for the building.
- Two illuminated fascia signs with the 'house name' text are proposed with one on the front elevation and one on the side (west) elevation. The lettering on the front fascia sign is 500mm in height and externally illuminated by pelmet lighting. The lettering on the side (west) fascia sign is 400mm in height with two lines of text, externally illuminated by pelmet lighting.
- Four new signs are proposed on the front entrance of the building, on the south elevation.
- The 'welcome' sign above the front door is gold coloured text on a dark background, with lettering 150 mm in height. The sign will be externally illuminated by pelmet lighting.
- The dimensions of the proposed menu sign 570mm x 433mm. The sign will be internally illuminated. The sign is to the left of the front entrance door.
- A circular plaque with the company logo is proposed to the right of the front entrance door. This sign has a diameter of 280mm and will not be illuminated.
- Directly below the circular plaque is a sign indicating the opening hours. The dimensions of the sign are 280mm x 280mm. The sign will not be illuminated.

Consultations

None

Representations:

Itchen Valley Parish Council

- Objection – There is no strong objection to the various signs apart from proposed double sided flag sign. The existing portrait sign depicting the Percy Hobbs character should be retained as pub was renamed in 1980 to 'Percy Hobbs' to commemorate a local character. The circular brewers plaque could be omitted, as it serves no purpose other than advertising.

Letters of representations have been received from one Neighbour

- Objection – The double sided flag sign should still have the 'portrait' of Percy Hobbs as the proposed new flag sign does not depict the character after whom the premises is named. No objections to the replacement of the remaining signs as outlined in the proposal.

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Relevant Planning Policy:

Hampshire County Structure Plan Review:

- UB3

Winchester District Local Plan

- C1, C2, EN5, HG11

Winchester District Local Plan Review Deposit and Revised Deposit:

- DP3, C1, HE11

Supplementary Planning Guidance:

- Design Guidance for the Control of Shopfronts and Signs

National Planning Policy Guidance/Statements:

- PPG 1 General Policy and Principles
- PPG 19 Outdoor Advertisement Control

Planning Considerations

The main considerations in respect of this application are:

- Principle of development
- Impact on the character of the area/spatial characteristics/street scene

Principle of development

- The proposal site is outside the settlement boundaries of Winchester within the designated countryside. It is a commercial property operating as a pub and has a need for signs associated with the use. The principal of allowing for signs for such premises is acceptable.

Impact on character of area

- The applicant has submitted amended plans deleting the proposed illuminated double sided flag sign and the non illuminated car park directional sign
- It is considered the proposed signage will significantly improve the appearance of the building as the number of existing signs will be reduced. The proposed signs are not considered to be excessive and are part of a refurbishment program by Brewers Fayre for all of its restaurants and public houses.
- The two fascia signs are not visually intrusive and follows the traditional approach of signing for public houses with gilded lettering proposed. The illumination of these two signs with pelmet lighting is considered to be appropriate, and will not be of detriment to the countryside.
- The proposed circular plaque sign with the company logo is not considered to be excessive, as it the only sign on the outside of the building advertising the company name. The sign is small and is not visually intrusive.
- The design of the remaining signs is considered to be acceptable and is in keeping with advice given in Design Guidance for the Control of Shopfronts and Signs.

Recommendation

APPROVE

Conditions/Reasons

01 The development hereby permitted shall be begun before the expiration of five years from the date of this permission.

01 Reason: To comply with the provisions of Section 91 (1) of the Town and Country Planning Act 1990.

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02 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.

02 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

03 Any structure or hoarding erected or used principally for the purpose of display of advertisements shall be maintained in a safe condition.

03 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

04 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.

04 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

05 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 otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

05 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

Informatives

01. This permission is granted for the following reasons:
The development is in accordance with the policies and proposals of the Development Plan set out below, and other material considerations do not have sufficient weight to justify a refusal of the application. In accordance with Section 54A of the Town and Country Planning Act 1990 (as amended), planning permission should therefore be granted.

02. The Local Planning Authority has taken account of the following development plan policies and proposals:-

Hampshire County Structure Plan Review UB3,

Winchester District Local Plan Proposals: C1, C2, EN.5, HG11

Emerging Development Plan:- WDLP Review Deposit and Revised Deposit: DP3, C1, HE11