

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

Item No: 05
Address: The Alma Inn Alma Lane Upham Hampshire SO32 1HE

Parish/Ward Upham

Proposal Description: Display of: 2 no. externally illuminated double-sided flag signs; 2 no. externally illuminated wall-mounted signs; 1 no. externally illuminated fascia sign; 1 no. internally illuminated wall sign; 2 no. non-illuminated wall signs; removal of 9 no. existing signs (REVISED APPLICATION)

Applicants Name Whitbread Restaurants PLC

Case No: 05/00327/AVC

W No: W11510/07A

Case Officer: Mr Jonathan Roach

Date Valid: 3 February 2005

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

Site Factors: Countryside

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

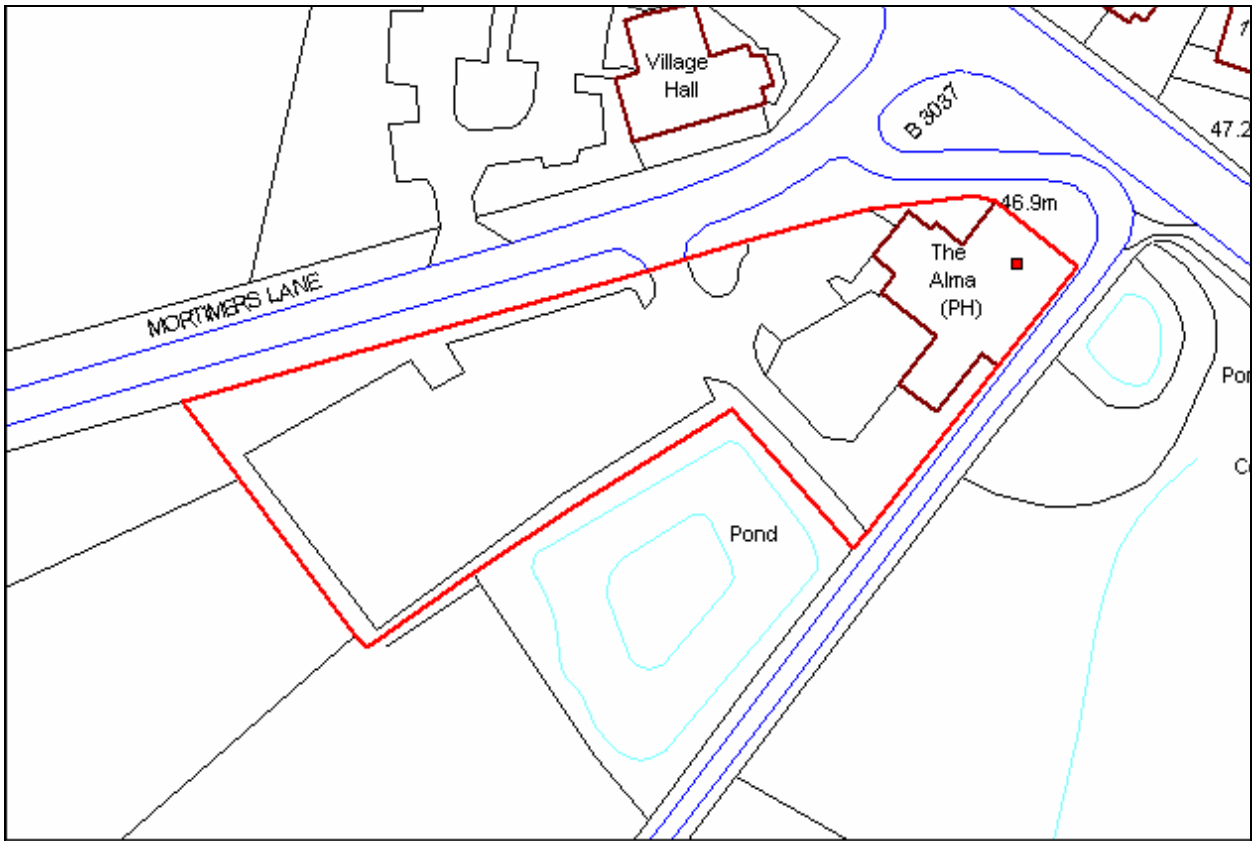
SITE LOCATION PLAN

Case No: 05/00327/AVC

W No: W11510/07A

Address: The Alma Inn Alma Lane Upham Hampshire SO32 1HE

Proposal Description: Display of: 2 no. externally illuminated double-sided flag signs; 2 no. externally illuminated wall-mounted signs; 1 no. externally illuminated fascia sign; 1 no. internally illuminated wall sign; 2 no. non-illuminated wall signs; removal of 9 no. existing signs (REVISED APPLICATION)



WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

Site Description

- The subject site is situated on the south western side of Winchester Road, within the countryside area of Lower Upham and is bound by Mortimers Lane and Alma Lane.
- The Alma Inn is a two storey building constructed of red brick with a white render finish and a dark slate roof. A play area is located to the rear of the property, fronting Mortimers Lane.
- The Upham Village Hall is situated north west of the Alma Inn and residential development lies to the north east.
- Currently the land contains 5 externally illuminated signs (2 double sided flag sign fronting Winchester Road and Mortimers Lane and 3 wall mounted signs fronting Winchester Road, Alma Lane and Mortimers Lane) and 4 non illuminated signs (1 wall mounted sign fronting Winchester Road, 2 wall mounted signs and 1 fascia sign fronting Mortimers Lane).

Relevant Planning History

W11510	Single storey rear extension' – Application Refused – 26/09/1989
W11510/01	Change of use from retail shop to retail shop with sale of hot food for consumption on the premises' - Application Permitted - 02/01/1990
W11510/02A	Dwelling' - Application Refused - 12/06/1990
W11510/03A	Single storey annexe' - Application Permitted - 24/09/1990
W11510/04A	Non-illuminated banner sign (Retrospective application) - Application Refused - 20/12/1994
W11510/05	Side porch extension - Application Permitted – 05/02/1996
W11510/06	1 no externally illuminated double sided totem sign 1 no: double sided flag sign, 2 no: fascia signs, 1 no welcome sign, 1 no wall menu signs, and 2 no: non-illuminated wall signs – Application Refused 10/08/2004

Proposal

- As per proposal description.
- Generally replacing existing signs with regard to location and number, with the exception of the removal of an illuminated wall mounted sign fronting Alma Lane and two non illuminated signs fronting Mortimers Lane (wall mounted sign and fascia sign) and the addition of a non illuminated wall mounted opening hours sign fronting Mortimers Lane (280mm x 280mm).
- The proposed level of luminance is 250 candelas per square metre.

Consultations

Engineers Highways:

- No objection as development is unlikely to cause any demonstrable harm to users of the adjoining highway.

Representations:

Upham Parish Council

- The Parish Council has objected because the site is in a residential village and the lighting will be intrusive as the power levels are considered very high.
- The Upham Village Hall was advised that they would be unlikely to get permission for an illuminated sign and the application should be considered in this context.

Letters of representations have been received from Neighbours

- None

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

Relevant Planning Policy:

Hampshire County Structure Plan Review:

- C1 & UB3

Winchester District Local Plan

- C.1, C.2 & EN.5

Winchester District Local Plan Review Deposit and Revised Deposit:

- C.1 & DP.3

Supplementary Planning Guidance:

- Design Guidance for the Control of Shopfronts and Signs.
- Institution of Lighting Engineers Technical Report No. 5 (2nd Edition), "Brightness of Illuminated Advertisements".

National Planning Policy Guidance/Statements:

- PPS 1 "Delivering Sustainable Development"
- PPG 7 "The Countryside – Environmental Quality and Economic and Social Development".
- PPG 19 "Outdoor Advertisement Control".

Planning Considerations

The main considerations in respect of this application are:

- Principle of development.
- Residential amenities.
- Comments on representations.
- Impact upon the character of the countryside.

Principle of development

- Whilst business located in the countryside will expect to be able to advertise their whereabouts, care should be taken to ensure that signs are designed and sited to harmonise with their setting and do not spoil the appearance of open countryside.

Residential Amenities

- The distance between the nearest sign and residential development is approximately 50 metres. With this regard the visual impact of the proposed signs is relatively minor and comparative to a residential area. Furthermore the impact of the development is considered existing in view of the current signs.
- The light is directed onto the sign with pelmet lights, which minimises the amount of spill.
- The Institution of Lighting Engineers Technical Report No. 5 (2nd Edition), "Brightness of Illuminated Advertisements" recommends in areas of low district brightness such as small village locations, a maximum lighting luminance of 600 candelas per square metre.
- The application proposes a luminance of 250 candelas per square metre. The environment is considered a small village location and in this respect the proposed illumination level is below what is recommended by the Institute of Lighting Engineers.
- The existing sign luminance level is approximately 400 candelas per square metre. The application proposes 250 candelas per square metre which is less than the existing output.

Comments on Representations

- The impact upon nearby residential properties is considered minimal, because of the distance from the sign and the relatively low level of luminance.
- The application should not be viewed in association with the Upham Village Hall, as each application must be considered on its individual merits.

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

Impact on character of the countryside

- Whilst designated within the countryside under the applicable local plans, the site is not considered to lie within open countryside when viewed in the context of the nearby residential development and the Upham Village Hall.
- The designs of the proposed signs are less visually intrusive than the existing signs. The double sided flag signs propose a single panel as opposed to the existing flag signs which contain two panels. The pelmet lights are preferable to the current external lights on the wall mounted signs, which will improve the appearance of the Inn.
- Furthermore the application removes an illuminated wall mounted sign fronting Alma Lane, which is of benefit to the character of the area.

Update from Previous Committee Meeting

- The application was presented to the Development Control Committee at the previous meeting on the 7 April 2005, where it was determined that the application be deferred pending the submission of an amended plan for the proposed externally illuminated double sided flag sign. In this respect, members determined the sign to be detrimental to the appearance of the building and locality and preferred a more traditional design. The remaining signs were considered acceptable.
- The applicant has been informed of Committee's decision but is unwilling to alter the proposed design. The applicant has stated that the sign is for a corporate restaurant company and there is no scope available to vary the standard design.
- Notwithstanding the above, the officer recommendation is for approval subject to standard advertising conditions, as the application proposes development that is less intrusive upon the amenity of the residential area and the countryside than the existing development.

Recommendation

APPROVE – subject to the following conditions:

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.
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. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA

04. Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.
05. 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.
05. Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.
06. 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).
06. 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 38(6) of the Planning and Compulsory Purchase Act 2004, 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: C1, UB3
Winchester District Local Plan Proposals: C.1, C.2 and EN.5
Emerging Development Plan- WDLP Review Deposit and Revised Deposit: C.1 and DP.3