

WINCHESTER CITY COUNCIL  
DEVELOPMENT CONTROL COMMITTEE AGENDA

Winchester City  
Council  
Planning Department  
Development Control

TEAM MANAGER  
SIGN OFF SHEET

## Committee Decision

<b>Case No:</b>	08/00014/AVC	<b>Valid Date</b>	4 January 2008
<b>W No:</b>	11209/12A	<b>Recommendation Date</b>	26 February 2008
<b>Case Officer:</b>	Mrs Julie Pinnock	<b>8 Week Date</b>	<b>29 February 2008</b>
		<b>Committee date</b>	<b>13 March 2008</b>
<b>Recommendation:</b>	<b>Application Permitted</b>	<b>Decision:</b>	<b>Committee Decision</b>

<b>Proposal:</b>	2 no. replacement stratford style lanterns; 4 no. floodlights; 1 no. double sided post mounted pictorial sign with trough light illumination; black foamex letters externally illuminated by trough light; 2 no. timber amenity boards to replace existing menu board
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<b>Site:</b>	Public House And Premises The Running Horse Inn 22 Pound Hill Alesford Hampshire
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Open Space Y/N	Legal Agreement	S.O.S	Objections	EIA Development	Monitoring Code	Previous Developed Land
NO	NO	NO	YES	NO		

DELEGATED ITEM SIGN OFF		
<b>APPROVE</b> Subject to the condition(s) listed		
	<b>Signature</b>	<b>Date</b>
<b>CASE OFFICER</b>		
<b>TEAM MANAGER</b>		

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**AMENDED PLANS DATE:-**

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<b>Item No:</b>	<b>2</b>
<b>Case No:</b>	<b>08/00014/AVC / W11209/12A</b>
<b>Proposal Description:</b>	Two no. replacement stratford style lanterns; 4 no. floodlights; 1 no. double sided post mounted pictorial sign with trough light illumination; black foamex letters externally illuminated by trough light; 2 no. timber amenity boards to replace existing menu board
<b>Address:</b>	Public House and Premises, The Running Horse Inn, 22 Pound Hill, Alresford, Hampshire
<b>Parish/Ward:</b>	New Alresford
<b>Applicants Name:</b>	Greene King Pub Partners
<b>Case Officer:</b>	Mrs Julie Pinnock
<b>Date Valid:</b>	4 January 2008
<b>Site Factors:</b>	New Alresford Conservation Area
<b>Recommendation:</b>	Application Permitted

### General Comments

This application is reported to Committee at the request of New Alresford Parish Council, whose request is appended in full to this report

There are also two separate applications under consideration for the erection of a lean-to shelter to the rear, which are to be dealt with by delegated powers.

### Site Description

The Running Horse Public House is a Grade II listed building. It is situated on the north side of Pound Hill, set back from Pound Hill by a service road which allows vehicular and pedestrian access to the dwellings here. Between the pub and No. 24 Pound Hill is a single width vehicular access to the rear of the pub.

The building has 3 dormer windows in the roof, set behind a parapet wall. The frontage is cream rendered with a central two storey box window with an entrance porch below. The remainder of the building is constructed in a red brick, with clay roof tiles.

There are picnic tables to the front to allow outdoor drinking/dining, there is also an outdoor seating area to the rear enclosed by a low level dwarf brick wall.

### Proposal

The proposal is to upgrade and re-brand the external signage to coincide with internal refurbishment of the building.

The proposal is to replace existing signs on a like for like basis, which includes the replacement of the two existing lantern lights and the replacement of two timber amenity boards which are all at the main entrance to the pub. Other replacements include new sign-written text above the entrance porch, and a replacement of the existing sign with written text to direct drivers to the car park to the rear.

New signs include a double sided pictorial sign with trough lighting above, the pub name at first floor level on the parapet wall, externally illuminated by a single trough light which extends the full length of the lettering, and 4 new floodlights which sit below the lettering to downlight the front elevation of the building.

The proposal also involves the removal of an existing hanging sign and a cartouche sign which sit at either side of the front elevation at first floor level.

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**Relevant Planning History**

**W11209/08A** - Externally illuminated fascia, projecting sign, 2 no. facility signs, 2 no. menu case, 1 no. directional sign, 1 no. wall sign, 5 no. half lanterns, 2 no. projecting lanterns - Permitted - 22/11/04

**W11209/09LB** - Replacement signage and lighting - Permitted - 22/11/04

**W11209/10** - Timber smoking shelter - Refused - 28/12/07

**W11209/11LB** - Timber smoking shelter - Refused - 28/12/07

**W11209/14** – Lean-to smoking shelter to rear of property – pending consideration

**W11209/15LB** – Lean-to smoking shelter to rear of property – pending consideration

**Consultations**

Conservation: No objection

Highway Engineer: No objection

**Representations:**

New Alresford Parish Council

Objects to 4 floodlights, and suggests that only two central ones be retained; comments that the free standing pictorial sign should not be illuminated and that the position interferes with sight lines when exiting the slip road onto the main road, also objects to trough lighting above lettering on parapet. Generally comments that lighting would be harmful to the street scene and neighbouring properties. No objection to the replacement lanterns, wall mounted signs, sign-writing over door, and directional sign-writing to car park.

3 letters received objecting to the application for the following reasons:

- Free standing pictorial sign is a potential hazard to drivers and pedestrians and out of keeping with the residential area
- Flooding is excess
- Floodlighting not compatible with Grade II listed building

Reasons not material to planning and therefore not addressed in this report

- Other pubs not floodlit
- Existing lights are adequate

**Relevant Planning Policy:**

Hampshire County Structure Plan Review:

E16

Winchester District Local Plan Review

HE.4, HE.5, HE.11

National Planning Policy Guidance/Statements:

PPS 1 Delivering Sustainable Development

PPS 6 Planning for Town Centres

PPG 15 Planning and the historic environment

PPG 19 Outdoor advertisement control

Supplementary Planning Guidance

Design Guidance for the Control of Shopfronts and Signs – July 1998

Other Planning Guidance

Movement, Access, Streets and Spaces

Parking Standards 2002

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## Planning Considerations

### Principle of development

PPG19 advises that outdoor advertising is essential to commercial activity in a free and diverse economy, and that the most common, amongst other things, are advance signs along the highway and pole signs, and menu boards at restaurants and cafes. In dealing with advertisement applications, the Council can only consider 'amenity' and 'public safety'.

PPG19 further advises that the relevant considerations for the purposes of amenity are the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality. With regard to considerations for public safety, Councils are to have regard to the proposal's effect upon the safe use and operation of any form of traffic or transport. It goes on to say that "*The vital consideration, in assessing an advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or so confusing that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own and others' safety.*"

Policy HE.11 of the Local Plan explains that "*The Local Planning Authority will pay particular attention to the impact of advertisements before granting consent to display. ..*" In the supporting text it refers to the supplementary planning guidance titled "Design Guidance for the control of Shopfronts and Signs".

This guidance has particular chapters which deal with signage and lighting at public houses and recognises the special justification that such premises have in relying on night time trade, and therefore allows for externally illuminated signage. The guidance specifically requires traditional approaches to sign-writing and illumination should be by discreet external downlighting; it also resists repetitive signage.

PPG15 provides guidance on the handling and determination of applications in relation to listed buildings and conservation areas. It explains that the best way of securing the upkeep of listed buildings is to keep them in active use. It goes on to say that the best use is often the use for which the building was originally designed. There are general criteria relevant to the consideration of all listed building applications, and similar guidance for development in conservation areas.

### Impact on character of area and neighbouring property

The existing building is an attractive Grade II listed building situated along the eastern approach road into the centre of New Alresford. It is one of a group of buildings along this side of Pound Hill which are predominantly occupied as residential dwellings. The site is also within the New Alresford Conservation Area.

The replacement signage is on a like for like basis, and does not impact on the character of the area.

The new pictorial pole sign with trough lighting is situated within the grass verge opposite the public house some 4.5m from the front entrance. It will be visible to people travelling in both an easterly and westerly direction along Pound Hill. It is not considered that the siting or design of this sign detracts from the character of the area. The Conservation Officer notes that there is a long standing tradition and appropriateness to this aspect of the proposal.

The lettering on the parapet wall does appear large and will be prominent. However, the planning history indicates that planning permission for a similar sign-written name was approved on application W11209/08A, albeit that the letters were slightly smaller and closer together. The Conservation Officer also acknowledges that this element of the proposal will have a significant effect on the character of the listed building. However, two old photographs of the pub demonstrate that the pub name used to be painted along the parapet. In addition to the historic

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precedent, it is also a traditional form of signage for licensed premises. Officers remain concerned about the impact of this lettering and have requested amended plans to reduce the size of the lettering, both in its width across the frontage, and in the height of the lettering.

The 4 downlights are situated below the name and will light the front façade of the pub. Chapter 7 of the Council's supplementary planning guidance deals specifically with illuminated signs and lighting, advising that it is the Council's aim to encourage the architectural lighting of buildings where these have a positive character, to increase the town centre's attractiveness. It also explains that the most appropriate form of lighting is that which gives the elevation a subtle visual identity, which is usually achieved by low intensity lights placed beneath the eaves. It is acknowledged that this pub is not within the town centre, however, it is on a main road leading to the town centre. The lighting of the front façade will not detract from the character of the area.

The Conservation Officer has fully assessed the proposals and considers that the proposed signage and lighting is sympathetic to the building and its setting. He comments that neither the signage nor the floodlighting would harm the fabric or special interest of the listed public house, or the character and appearance of the conservation area.

To both the east and west of the site are residential properties. Whilst the occupiers of these dwellings will be aware of the replacement and new signage along with the proposed lighting, it will not affect the amenities of these dwellings.

#### Highways/Parking

The Highway Engineer has not raised an objection, commenting that the proposal does not include any significant highway implications. The free standing pole sign is proposed on the grass verge, which is likely to be highway verge, and will require a separate consent from the Highway Authority for its siting in this location.

#### **Recommendation**

That, provided satisfactory amended plans are received which reduce the size and impact of the lettering on the parapet wall, planning permission be granted subject to the following conditions:

#### **Conditions**

1 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.

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

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

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

3 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.

Reason: In the interests of the preservation and character of the listed building/conservation area and the safety of the public and personnel on site.

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.

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

5 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).

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

**Informatives:**

This permission is granted for the following reason:

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.

The Local Planning Authority has taken account of the following Development Plan policies and proposals:-

Hampshire County Structure Plan Review: E16  
Winchester District Local Plan Review 2006: HE.4, HE.5, HE.11