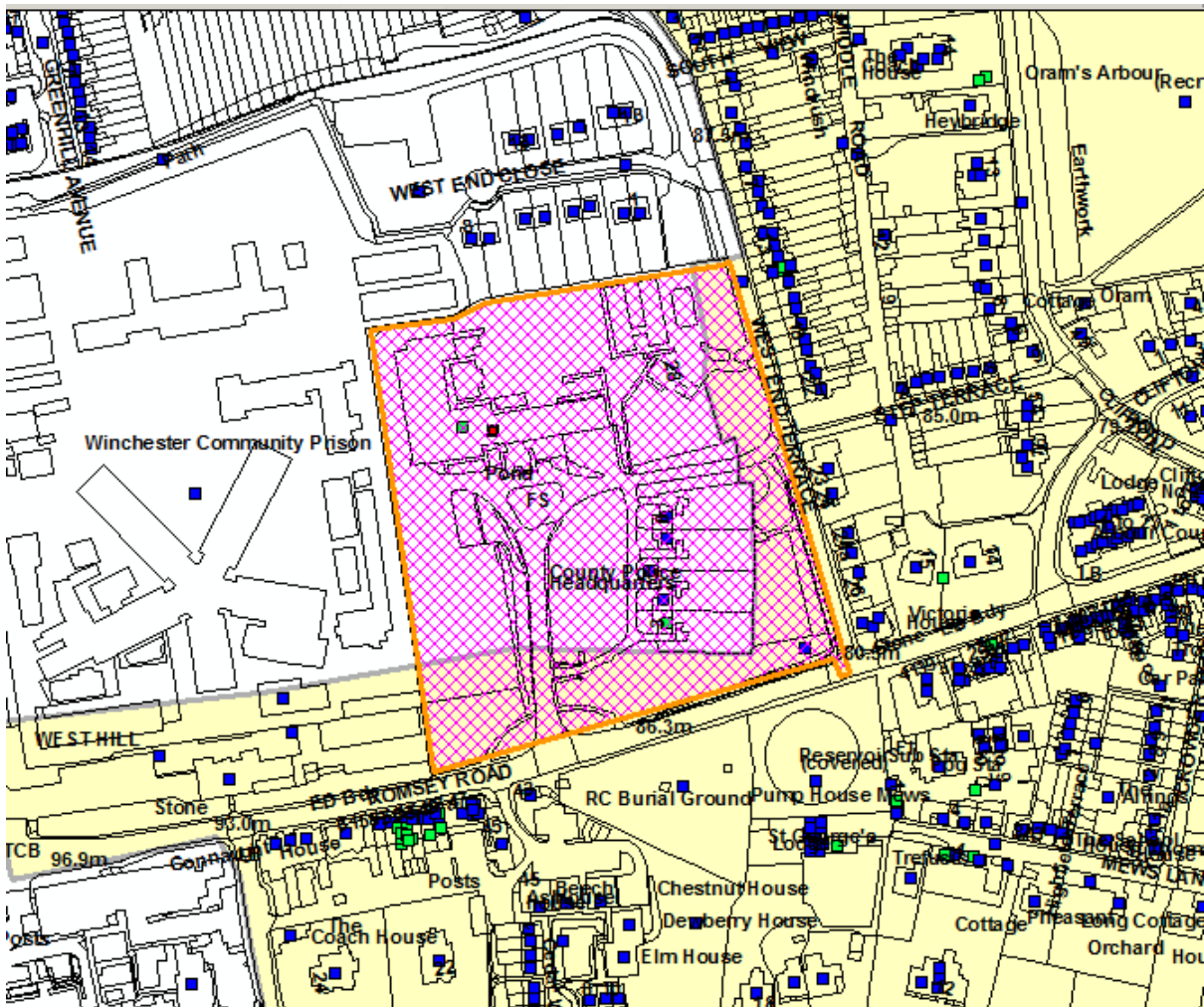


WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

Case No: 20/00462/AVC
Proposal Description: Hoarding advertisements and signage relating to Knights Quarter. (AMENDED PLANS).
Address: Hampshire Constabulary HQ Romsey Road Winchester Hampshire
Parish, or Ward if within Winchester City: St Paul
Applicants Name: David Gilchrist
Case Officer: Catherine Watson
Date Valid: 19 March 2020
Recommendation: Permit

Link to Planning Documents : <https://planningapps.winchester.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=Q6F4NNBP0XU00>

Pre Application Advice: No.



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General Comments

Application is reported to Committee due to the number of objections received contrary to the officer's recommendation.

Amended plans received 16th June 2020 showing amendments to number and locations of proposed signage.

Site Description

The site is the former Hampshire Constabulary HQ, granted planning consent on 4th February 2016 under application no 15/01217/FUL, for the demolition of the existing buildings and the erection of 208 dwellings with associated parking, open space and landscape works.

The site is within a densely populated area of Winchester, adjacent to Winchester Prison, and part of it is within the Winchester Conservation Area.

Proposal

The proposal is for the erection of hoarding advertisements and signage relating to Knights Quarter at the Romsey Road frontage and within the site, adjacent to Romsey Road, where a new marketing suite is being constructed. The signage is proposed for a period of time, expiring on 02 March 2023.

Advert consent was granted in 2018 (18/01229/AVC) for the erection of sales and marketing signage both at the West End Terrace access and the Romsey Road access.

Permission was granted in 2016 (16/00957/FUL) for the erection of a temporary sales and marketing suite with associated access, parking and landscape works with a condition stating that this use would expire on 12th August 2020.

Relevant Planning History

18/01229/AVC - Erection of sales and marketing signage. Permitted.

16/00957/FUL - Erection of temporary sales and marketing suite, with associated access, parking and landscape works. Permitted.

16/00392/AVC - Erection of hoarding around the former Police HQ site. Permitted.

15/01217/FUL - Demolition of existing buildings and erection of 208 dwellings with associated parking, open space and landscape works. (Amended 30th October 2015). Permitted.

Consultations

Hampshire County Council Highways:

There is no objection from a Highways perspective.

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Representations:

City of Winchester Trust:

The signage proposed seems excessive for a single, enclosed site and should be substantially reduced.

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

- Signage should not be placed on the historic flint wall at the junction of Romsey Road and West End Terrace.

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

- The proposed signage should not be permitted until the works stated in the original approval 15/01217/FUL for the marketing suite and signage and vehicular access from West End terrace is stopped up and the land restored to its former condition, which was to be by 12th August 2020.

0 letters of support received.

Relevant Planning Policy:

Winchester Local Plan Part 1 – Joint Core Strategy

- DS1 – Development Strategy and Principles.

Winchester District Local Plan Part 2 – Development Management and Site Allocations.

- DM1 – Location of New Development.
- DM18 – Access and Parking;
- DM34 – Signage.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Planning Considerations

Principle of development

The principle of the erection of hoardings and signage within and along the boundaries of the site is acceptable as it constitutes advertisement of activities on and future use of the site pertaining to the planning permission granted in 2015 for 208 homes.

The signs are not permanent and the advert consent would expire on 02 March 2023.

Design/layout

The proposal is for the installation of replacement hoardings around the Romsey Road entrance, with associated uplighters, flags and directional totems either side of the entrance. Within the site, adjacent to the Romsey Road entrance, signage will be provided for visitor parking (totems), a living wall with fret-cut lettering, directional swing signs to the sales suite and hoarding within the site along the visitor access.

The general colour scheme is dark blue with gold and white lettering.

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Impact on character of area and neighbouring property

The site is situated in the Winchester Conservation Area and therefore the impact of the development on the character of the Conservation Area is an important consideration. Key Issues in this respect are (S.72 P (LBCA) Act 1990; Policies DM27 & DM28 of the Winchester District Local Plan Part 2 Adopted 2017; Policy CP20 Winchester District Joint Core Strategy; NPPF Section 12).

According to Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 special attention should be paid to the desirability of preserving or enhancing the character or appearance of that area.

The proposed hoardings along the Romsey Road entrance are replacing those permitted in the 2018 advert consent (18/01229/AVC) however, unlike that application, there are no proposals for signage within West End terrace.

The originally submitted plans were amended following discussions with the Council's Historic Environment officer, to reduce the number of signs and particularly at the Romsey Road frontage which is situated within the Winchester Conservation Area.

Consequently, along with the hoarding which is being replaced like for like in terms of its scale and position, there will be 2no directional totems of 1.8m in height at the junction of the entrance with Romsey Road and 2no 2m high flags immediately adjacent to the site entrance. Internally, the proposed signage has been reduced in number in respect of the visitor parking area and the amount of external illumination and is not considered to have a significantly detrimental impact on either the character of the wider area or on the amenities of neighbouring properties

It is considered that the amended proposals satisfactorily reduce the proliferation of signs along the Romsey Road frontage and therefore are in accordance with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 in that they preserve the character of the Conservation Area.

The majority of representations received with regards to this application have raised objections about the removal of signage and stopping up of the vehicular access on West End Terrace. The access and sales and marketing suite were permitted under application no 16/00957/FUL and do not form a part of the proposals currently under consideration.

Highways/Parking

Under the terms of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, consideration must be given to impact upon highway safety. Hampshire County Council's Highways Officer has raised no objection. The signage is not situated immediately adjacent to the highway and it would not be likely to obscure views from vehicles entering or leaving the site and therefore causing a highway safety issue.

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Equality

Due regard should be given to the Equality Act 2010: Public Sector Equality Duty. Public bodies need to consciously think about the three aims of the Equality Duty as part of the process of decision-making. The weight given to the Equality Duty, compared to the other factors, will depend on how much that function affects discrimination, equality of opportunity and good relations and the extent of any disadvantage that needs to be addressed. The Local Planning Authority has given due regard to this duty and the considerations do not outweigh any matters in the exercise of our duty.

Conclusion.

The proposed signage is acceptable and is considered to have a minimal impact on the setting of the conservation area. There are no highway safety issues and the amount and position of the signage is considered to be appropriate to the size of the site and type of development within it.

Recommendation

Application Permitted, subject to the following condition(s):

Conditions

1. This consent shall only be for a limited period until 02 March 2023.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations and ensure that the advert consent runs concurrently within the time period agreed under application 16/00957/FUL.

2. The works hereby approved shall be carried out in accordance with the plans and particulars submitted within the amended document "Berkeley Knights Quarter – Winchester Signage Presentation" submitted 16 June 2020.

Reason: To ensure the avoidance of doubt and the satisfactory appearance of the development

3. 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.

4. 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 2007.

5. Where an advertisement is required, under the Control of Advertisement Act 2007, to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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Reason: As required by the provisions of the Control of Advertisement Act 2007 .

6. 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.

Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

7. 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 2007.

Informatives:

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.

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

WD Local Plan Part 1: DS.1

WD Local Plan Part 2: DM1, DM18, DM34

WD High Quality Places Supplementary Planning Document

In accordance with paragraphs 186 and 187 of the NPPF Winchester City Council (WCC) take a positive and proactive approach to development proposals focused on solutions.

WCC work with applicants/agents in a positive and proactive manner by;

-offering a pre-application advice service and,

-updating applications/agents of any issues that may arise in the processing of their application and where possible suggesting solutions.

-In this instance a joint site visit was undertaken with an agent for the applicant and discussions were then held with the applicant to conceive solutions and reach a positive outcome.