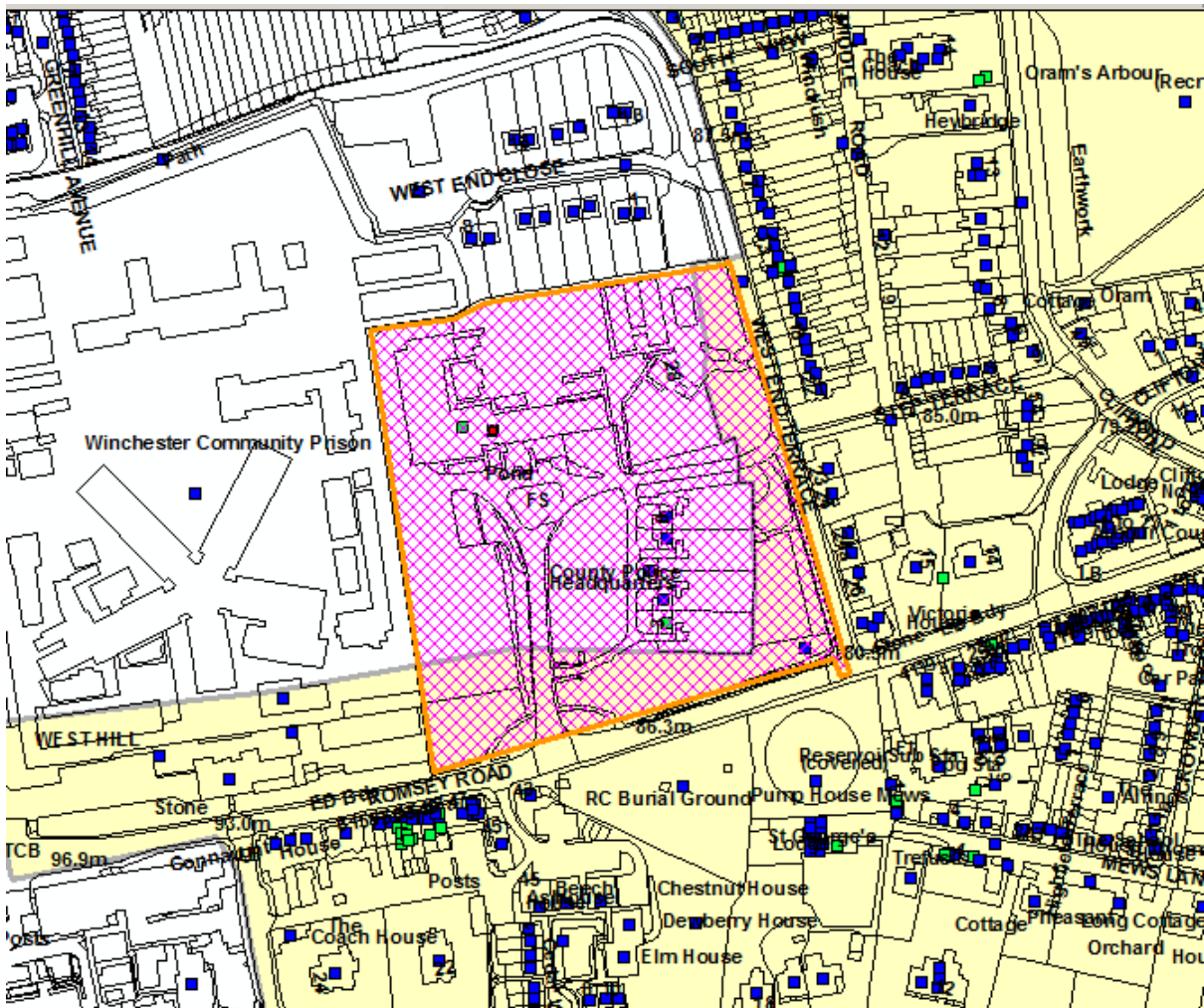


**Case No:** 18/01229/AVC  
**Proposal Description:** Erection of sales and marketing signage  
**Address:** Hampshire Constabulary HQ, Romsey Road, Winchester.  
**Parish, or Ward if within Winchester City:** St Paul  
**Applicants Name:** Miss Lisa Parchment  
**Case Officer:** Catherine Watson  
**Date Valid:** 17 May 2018

**Recommendation:** Application Permitted.



© Crown Copyright and database rights Winchester City Council License 100019531

Case No: 18/01229/AVC

## General Comments

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

Amended plans received on 12<sup>th</sup> July 2018 showing the removal of the illumination behind the cut out lettering on the Romsey Road hoardings and the installation of two uplighters adjacent to the same hoardings.

## Site Description

The site is the former Hampshire Constabulary HQ, granted planning consent on 4<sup>th</sup> 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 sales and marketing signage on and around the site for a period of time to expire on 15<sup>th</sup> May 2023. 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 12<sup>th</sup> August 2020.

## Relevant Planning History

17/02196/NMA - (NMA to 15/01217/FUL) - addition of an approved plan list condition. Accepted.

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 30<sup>th</sup> October 2015). Permitted.

## Consultations

### Engineers: Highways:

Sign D will obscure visibility for vehicles emerging onto West End Terrace and would need to be set back to avoid this.

### Head of Historic Environment:

No objection in principle to the proposed sales and marketing signage as the signage by its nature would be temporary. The need for lighting, other than uplighting, is questioned as the signage would lie within the Winchester Conservation Area. A suitably worded condition should permission be granted should be imposed requiring the removal of the sales and marketing signage and associated lighting once the development has been

**Case No: 18/01229/AVC**

completed (or another suitable time frame).

## **Representations:**

City of Winchester Trust:

This appears to include a vehicle entrance in West End Terrace. It is an agreed condition that this entrance should be only for pedestrians, cyclists and emergency vehicles once construction is complete. Application 16/00957/FUL grants permission for this to be used as a temporary vehicular access until 12<sup>th</sup> August 2020. The Trust objects to any extension of this period and the current application would appear to extend the period to 2023. The Trust would also object if the vehicle entrance were to be made permanent. The proposed signage is excessive and this could be reduced if access was only from Romsey Road. The Trust also objects to the signage as proposed and objects to affixing a large sign to the old brick and flint wall at the corner of Romsey Road and West End Terrace.

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

- The proposed signage is inappropriate within the conservation area and on West End Terrace;
- The same time limit for the advert consent as that in the 2016 application should be implemented;
- Concerns regarding highway safety.
- Traffic congestion on West End Terrace;

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

- The application undermines public trust;
- The developer has paid a cash settlement;
- This and other applications on the site represent an omission of duty of care by the planning officers.
- There was no public consultation on the 2016 application;
- Permission for the temporary access onto West End Terrace should be refused;
- The developer should be encouraging use of public transport in the area.

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.

**Case No: 18/01229/AVC**

## **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 and the subsequent permission granted in 2016 for a sales and marketing suite with access from West End Terrace.

The signs are not permanent and the advert consent would expire on 12<sup>th</sup> August 2020, as per the consent for the sales and marketing suite granted in 2016.

### Design/layout

The proposal is for the installation of replacement hoardings around the Romsey Road entrance, with associated uplighters and monoliths either side of the entrance. A directional sign is proposed to be affixed to the brick and flint wall at the junction between Romsey Road and West End Terrace. Further hoardings within the site associated with the permitted sales and marketing suite will be erected, along with directional signs in the customer parking area and identification signage on the suite itself. At the West End Terrace entrance, a further hoarding and double sided stack sign will be erected.

### 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).

The proposed hoardings along the Romsey Road entrance are replacing those permitted in the 2016 advert consent (16/00392/AVC) however, there will be the addition of two uplighters – one on either side of the entrance – and two directional monoliths advising the turning for the sales and marketing suite. Internal illumination in the Conservation Area is contrary to the guidance within the Design Guidance for the control of Shopfronts and Signs SPD. As a result of this, amended plans were submitted removing the internal illumination from the hoardings and retaining the uplighters, which were considered sufficient to illuminate the advertisement in a less impactful way and given that the consent is for a fixed period, is considered acceptable within the conservation area.

Any further illumination is within the site 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. Neither is the signage within the site deemed to cause significant harm to the surrounding area.

On the West End Terrace entrance, a hoarding is proposed to be erected along with flags and a welcome stack sign. It is considered that this signage is of an acceptable level so as to allow customers to identify the entrance and there will be no illumination at this point.

The directional sign proposed to be affixed to the brick and flint wall is deemed

acceptable, provided it is affixed in such a manner as to prevent damage to the wall and is to be removed and any subsequent potential damage made good once this consent has expired.

The majority of representations received with regards to this application have raised objections about the installation on West End Terrace. As previously stated, 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.

Under the terms of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, consideration must be given to impact upon highway safety. As stated below, the comment that the Highways Engineer made with regards to the monoliths at the Romsey Road access, has now been addressed and there are no other highways concerns raised by him.

With regards to the potential impact of increased traffic flow on West End Terrace, this is not a required consideration under the advertisement consent regulations.

The proposal is therefore considered to be acceptable in terms of the relevant considerations and is also deemed to conserve the character of the conservation area in line with the key issues.

#### Landscape/Trees

No significant landscaping works are proposed as part of this application.

#### Highways/Parking

Following comments from the Council's Highway Officer that the two monoliths at the Romsey Road entrance (formerly labelled as sign D but amended to read sign 2) may cause highway safety issues, these have been moved away from the visibility splay so as to address this issue.

#### **Recommendation**

Approval subject to the following condition(s):

#### **Conditions**

1. This consent shall only be for a limited period until 12<sup>th</sup> August 2020.

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 "Knights Quarter – Winchester External Signage Planning Permission" submitted July 2018.

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

**Case No: 18/01229/AVC**

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.

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 (emerging): 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.