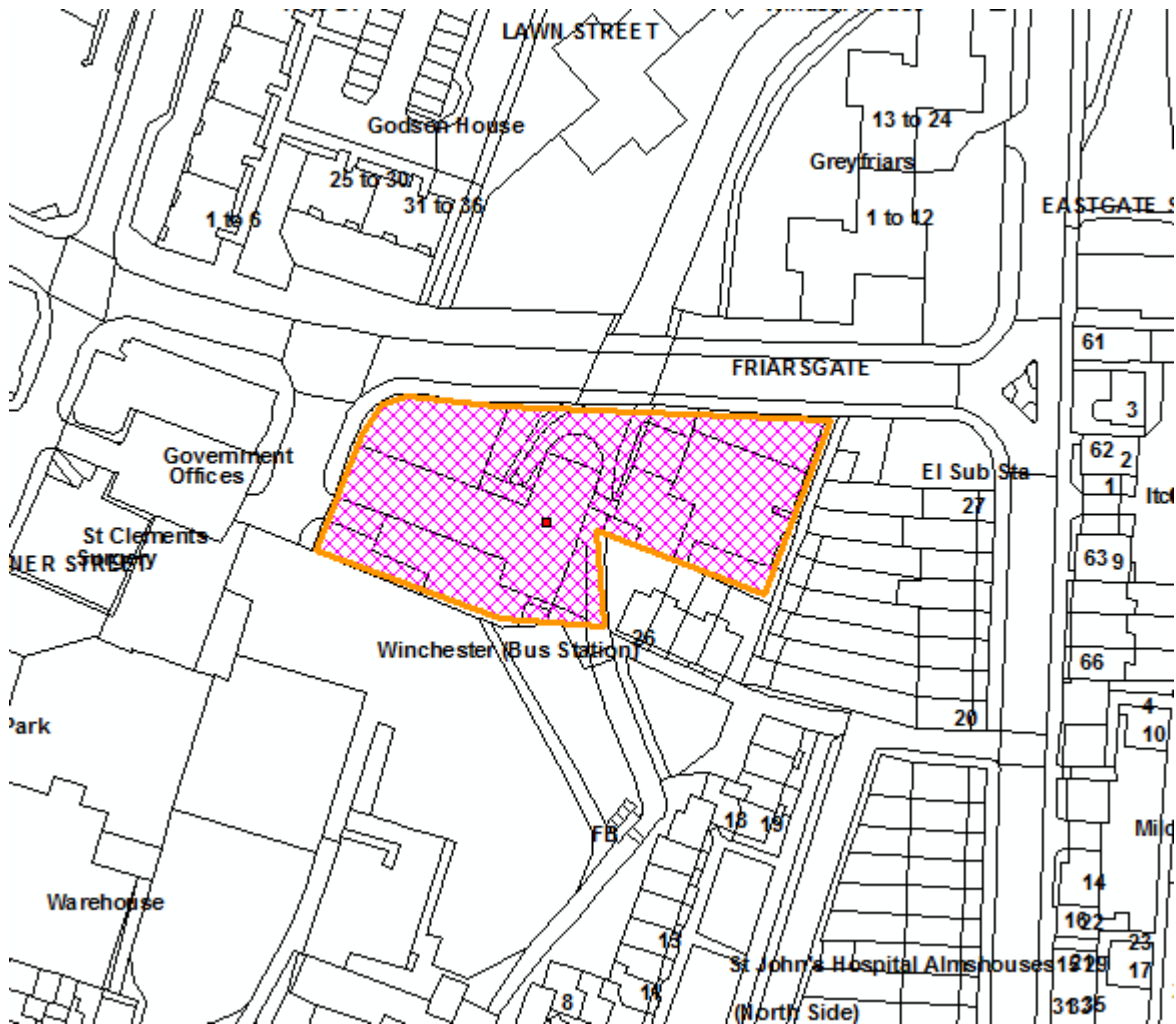


WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

Case No: 19/00174/AVC
Proposal Description: Hoardings and window stickers/posters surrounding the Friarsgate Medical Centre building.
Address: Friarsgate Medical Centre Friarsgate Winchester Hampshire
Parish, or Ward if within Winchester City: St Michael
Applicants Name: Ms Veryan Lyons
Case Officer: Robert Green
Date Valid: 25 January 2019
Recommendation: Application Permitted



© Crown Copyright and database rights Winchester City Council License 100019531

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

General Comments

The application is reported to committee as Winchester City Council is the applicant and 1 objection comment has been received.

Site Description

The Friarsgate Medical Centre is a large building which largely fronts onto Friarsgate, extending toward Coitbury House and overlooking the Bus Station to the rear.

The building is unoccupied and contains an area of open space between its front elevation and the Friarsgate roadway. At the time of the site visit, this contained dilapidated heras fencing to cordon off the parking area and an area of grassland. A waterway, which is open at points, runs through the centre of the site.

Proposal

The proposal seeks advertisement consent to construct advertisement hoardings which run the length of the site parallel to the Friarsgate roadway, which then wrap around the corner of the site to meet the Medical Centre building parallel to the roadway which leads toward the Bus Station site.

The planning statement submitted with the application notes that the hoardings are required to secure the property, prevent unauthorised access to the site and ensure the safety of the general public.

The application also seeks consent for the placement of window/stickers and posters which are to be positioned in the majority of windows in the Medical Centre building.

Relevant Planning History

No relevant planning history linked to the application.

Consultations

Engineers: Highways:

- The proposal does not contain any significant highway issues and is unlikely to impact on highway safety.

Head of Historic Environment:

- Proposed hoarding would not be harmful to the character or appearance of the Conservation Area.
- The proposed hoarding would not be visually invasive within the street scene and has been well considered in providing some visual interest without resulting in undue visual clutter or intrusion along what is a substantial built frontage.

Representations:

Case No: 19/00174/AVC

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

City of Winchester Trust:

- Made comments neither objecting to nor supporting the application.
- Make a suggestion to relieve the long stretches of panelling by creating bays along the course of the hoardings.

1 letter received objecting to the application for the following reasons:

- Proposal does not improve the public realm.
- Graffiti will recur and squatters will gain access but be less noticed.
- Deferring of exact wording to a later date.

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

- Proposal is a waste of council funds.
- Building should be demolished and a car park created.

Relevant Planning Policy:

Winchester Local Plan Part 1 – Joint Core Strategy

- MTRA1 – Development Strategy Market Towns and Rural Area
- CP13 – High Quality Design
- CP20 – Heritage and Landscape Character

Winchester Local Plan Part 2 – Development Management and Site Allocations

- WIN4 – Silver Hill Mixed Use Site
- DM15 – Local Distinctiveness
- DM16 – Site Design Criteria
- DM27 – Development in Conservation Areas
- DM34 – Signage

Other Planning guidance

Design Guidance for the Control of Shopfronts and Signs

Planning Considerations

Principle of development

The application site lies within the defined settlement boundary of Winchester. In this area, the principle of development is acceptable subject to compliance with the development plan as a whole and material planning considerations.

The NPPG specifies that 'Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is a lighter touch than the system for obtaining planning permission for development' making the development acceptable in this case.

As an advertisement consent application, policy DM34 of the Local Plan Part 2 seeks to control signage development and allows proposals which respect local characteristics and do not create visual clutter or detract from surrounding features.

Case No: 19/00174/AVC

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

Policy WIN4 of the LPP2 supports proposals for a comprehensive mixed use development within the area as part of the wider regeneration of this allocated area. As a temporary advert consent application, the proposal is not considered to limit the effectiveness of this policy to achieve the wider regeneration of the area.

Design/layout and Impact on Character of Area.

The hoardings extend 6.4m from the rear gardens of properties on Eastgate Street to meet the Friarsgate roadway, before turning and running 50m parallel to Friarsgate and then extending 7.1m to meet the Medical Centre building.

The design of the hoardings uses a dark plum colour which creates a subtle basis for the hoardings compared to the use of brighter colours which would prove harmful given the length of the hoardings in the public realm.

The proposals also include a corporate skyline feature which extends the length of the proposals. The result of this ties the length of the hoardings together and assists in improving the continuity of the hoardings. The hoardings are then punctuated by a contrasting panel which includes a map image of the City and supporting text. The spacing of these prominent panels is acceptable.

The Design Guidance for the Control of Shopfronts and Signs does not contain a specific section on hoarding design but does note in the *basic considerations of signage design* that lettering and detail which is large or bright would be considered as 'shouting' and detrimental to the amenities of the area. The subtle use of branding and the dark colours used as a basis for the design are considered to comply with this guidance.

Therefore, the result is a hoarding design which has taken account of its size and prominent position and created a proposal which offers an acceptable temporary hoarding which does not adversely harm the character of the area or its role as a Conservation Area.

Comments have been made regarding the text which has been shown on the submitted visuals which currently reads 'Final wording to be confirmed and added here'; which is largely dependent on the naming of the area which at the time of considering the application had not been decided.

This recommendation has assessed the positioning, size and colour of the text which is considered acceptable. Whilst the submitted plans do not show the precise wording to be used for the text, this is considered non-material as any wording would have to follow the principles which have been established by this consent. Therefore a condition requesting such details is not considered appropriate or necessary.

The proposal also applies for the placement of window stickers in the majority of windows of the Medical Centre building. These use the same subtle plum colour which is used for the hoardings and also contain the corporate skyline graphic. The stickers do not contain further wording or images and as a result do not detract from the architectural character of the building or create an adverse impact on the character of the surrounding area.

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

As a result, the proposal does not result in adverse harm to the character and appearance of the building or area.

Impact on Neighbouring Property

The nearest residential property to the hoardings is 27 Eastgate Street. The hoardings would be 12m from the rear elevation of the property with a height of 2.4m. Due to the limited height and separation from the property, this does not create an impact on residential amenity.

Highways/Parking

The Highways Engineer confirms that the proposal does not cause a significant highways impact and offers no objection or conditions in response.

Conclusions

Therefore, the proposal does not cause adverse harm to the character of the surrounding properties or area and complies with policies DM15, DM16, DM27 and DM34 of the Local Plan Part 2 and Design Guidance for the Control of Shopfronts and Signs.

Recommendation

Application **Approved** subject to the following conditions:

Conditions

- 1 This consent shall be for a limited period of five years from the date of this notice.
 - 1 Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations.
 - 2 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.
 - 2 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.
 - 3 Any structure or hoarding erected or used principally for the purpose of display of advertisements shall be maintained in a safe condition.
 - 3 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.
 - 4 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.
 - 4 Reason: As required by the provisions of the Control of Advertisement Act 2007 .

Case No: 19/00174/AVC

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

5 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.

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

6 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).

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

7 The development shall be carried out in accordance with the following plans:

- Location Plan received 28.01.2019
- Hoardings – Measurements with Design received 28.01.2019
- Hoardings – Panel Measurements received 28.01.2019
- Visual Image showing Hoarding and Windows received 28.01.2019
- Door Measurements and Graphics received 28.01.2019
- Archway Graphics received 28.01.2019
- Block Plan showing location of hoardings received 28.01.2019
- Single Window Graphic received 28.01.2019
- Window Vinyl Stickers received 28.01.2019
- Marked up windows and measurements received 30.01.2019

7 Reason: In the interests of proper planning and for the avoidance of doubt.

Informatives:

1.

In accordance with paragraph 38 of the NPPF (July 2018), Winchester City Council (WCC) take a positive and proactive approach to development proposals, working with applicants and agents to achieve the best solution. To this end WCC:

- offer a pre-application advice service and,
- update applicants/agents of any issues that may arise in the processing of their application, where possible suggesting alternative solutions.

2.

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

Local Plan Part 1 - Joint Core Strategy: MTRA1, CP13, CP20

Local Plan Part 2 – Development Management and Site Allocations: WIN4, DM15, DM16, DM27 and DM34.

3.

This permission is granted for the following reasons:

The development is in accordance with the Policies and Proposals of the Development Plan set out above, and other material considerations do not have sufficient weight to

Case No: 19/00174/AVC

WINCHESTER CITY COUNCIL
PLANNING COMMITTEE

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.

4.

All building works including demolition, construction and machinery or plant operation should only be carried out between the hours of 0800 and 1800 hrs Monday to Friday and 0800 and 1300 hrs Saturday and at no time on Sundays or recognised public holidays. Where allegations of noise from such works are substantiated by the Environmental Protection Team, a Notice limiting the hours of operation under The Control of Pollution Act 1974 may be served.

5.

During Construction, no materials should be burnt on site. Where allegations of statutory nuisance are substantiated by the Environmental Protection Team, an Abatement Notice may be served under The Environmental Protection Act 1990. The applicant is reminded that the emission of dark smoke through the burning of materials is a direct offence under The Clean Air Act 1993.

6.

Please be respectful to your neighbours and the environment when carrying out your development. Ensure that the site is well organised, clean and tidy and that facilities, stored materials, vehicles and plant are located to minimise disruption. Please consider the impact on your neighbours by informing them of the works and minimising air, light and noise pollution and minimising the impact of deliveries, parking and working on public or private roads. Any damage to these areas should be remediated as soon as is practically possible.

For further advice, please refer to the Construction Code of Practise

<http://www.ccscheme.org.uk/index.php/ccs-ltd/what-is-the-ccs/code-of-considerate-practice>

7.

Please be advised that Building Regulations approval may be required for this development. Please contact WCC Building Control Department for more information (T: 01962 848176, E: buildingcontrol@winchester.gov.uk)

8.

The applicant is reminded that works are taking place above a water course which is in close proximity to the River Itchen SAC and SSSI. Due care and attention is required to protect the ecological importance of the area and any incidents should be reported to the WCC Ecologist.