
APPLICATION NO.	20/02619/ADVS
APPLICATION TYPE	ADVERTISEMENT - SOUTH
REGISTERED	27.10.2020
APPLICANT	Mrs Naomi Randal
SITE	14 - 14A Market Place, Romsey, Hampshire, SO51 8NA, ROMSEY TOWN
PROPOSAL	External fabric awning and painted signage to awning and fascia
AMENDMENTS	23.11.2020 – amended plan 562/SH/002 A and historical photographs received 17.12.2020 – Amended plan 562/SH/002 B received 03.11.2021 – amended plan 562/SH/002 B received
CASE OFFICER	Katie Andrew

Background paper (Local Government Act 1972 Section 100D)

1.0 INTRODUCTION

- 1.1 The application is presented to Southern Area Planning Committee at the request of a member.

2.0 SITE LOCATION AND DESCRIPTION

- 2.1 The application site is a mid-terrace grade II listed building located to the north of Market Square, within the primary shopping area of Romsey. The building was formerly occupied by Santander and has permission for change of use from professional services (A2) to food and drink use (A3) under 19/02934/FULLS.

3.0 RELEVANT HISTORY

- 3.1 TVS.LB.5 - Alterations to existing shop front at proposed office premises - Consent subject to conditions - 13/08/74.
- 3.2 TVS.A.64 - Hanging sign - Temporary Consent valid until - 31/03/84, Granted - 14/06/79.
- 3.3 TVS.A.64/1 - Illuminated fascia sign - Refused - 19/01/87.
- 3.4 TVS.LB.117/3 - Illuminated projecting and fascia signs - Refused - 21/04/87.
- 3.5 TVS.A.64/2 - Non-illuminated fascia sign and hanging sign - Temporary Consent valid until - 30/09/92, Granted - 07/09/87.
- 3.6 TVS.00021/3 - Installation of cash dispensing machine - Permission subject to conditions & notes 12.12.1989.
- 3.7 TVS.A.00064/4 - Non-Illuminated panel on ATM machine – Consent 09.01.1990.

- 3.8 TVS.00021/5 - Installation of cash machine with litter bin below – Refused 05.04.1993.
- 3.9 TVS.A.00064/7 - Retrospective application for replacement projecting sign and shop fascia sign for updated logo – refused 17.08.2004.
- 3.10 TVS.LB.00381/11 - Installation of new replacement fascia, hanging sign and ATM header panel – Consent 18.08.2005.
- 3.11 09/01663/ADVS New fascia sign and illuminated ATM header panel. Consent, 19.10.2009
- 3.12 09/01840/LBWS New fascia sign and illuminated ATM header panel. Consent, 05.11.2009
- 3.13 19/02934/FULLS Change of use from professional services (A2) to food and drink use (A3). Permission subject to conditions and notes 12.03.2020

4.0 **CONSULTATIONS**

- 4.1 Conservation Officer: objection to the original scheme (summarised)
- 14a, Market Place is listed at Grade II and is in the centre of the conservation area. There are a large number of listed and historic buildings in the locality, including some highly graded ones, this is a very visually sensitive location.
 - On the basis of the historic photographs submitted there is no objection to re-instating the awnings
 - There is some concern about lighting the awning and whether this is appropriate to a small market town like Romsey. It may look out of place in the street scene. It is not thought that the nearby Costa Coffee (which also has an awning) has lighting trained on the awning
 - No real details of the proposed heating, including what it would look like have been included in the submission.
 - In the section A-A drawing on 002 the heaters look to be positioned very close to the awning box, and to the fabric awnings – which may move in the wind and sag. It is presumed this has been considered, but more detail about how the arrangement will work should be submitted in support of the application.
 - There is no objection to the outside seating and planters however details should be sought by condition
 - It is not clear whether the intention is that it shall be painted directly onto the existing fascia board or whether a signage board is needed.
 - In principle a traditional hand-painted sign as proposed would be appropriate to the building and to the conservation area.
 - No evidence has been submitted with the application to suggest that the shop front has ever been painted anything other than white, to support the argument for changing it now. It is possible that it might have once had darker paint – other buildings on the Market Place evidently did, and if evidence were to be put forward to support this, then the position could be reviewed.

- It is considered that blanket grey/black treatment of the whole ground floor area is not appropriate to the building. It is too overwhelming, and will conceal the detailing of the shopfront.

Since the receipt of the above comments on the original scheme, revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no objection being raised from Conservation.

4.2 Conservation Officer: no objection

- The colours proposed are now acceptable.
- A condition for submission of representative samples of all of the external paint colours/finishes is recommended.
- A condition for full details of the awning and box is also still recommended. This should cover – the appearance of the box (including when closed), exact bespoke fixings points and details, and details of what is covering the ‘pre-existing’ locations and how this shall be treated/removed.

5.0 **REPRESENTATIONS** Expired 12.01.2021

5.1 Romsey Town Council – objection (summarised)

- Large planters surround the tables which will leave no pedestrian walkway between the building frontage and tables. The layout is thus not in keeping
- The awning is overbearing and the signage on it is too large
- The gloss black paint is not appropriate
- If permission is granted a condition should be added to request that the awning is folded away when the building is not in use
- The infra-red heat lamps are not environmentally friendly or sustainable

Since the receipt of the above comments revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no additional representations from the Town Council.

5.2 Romsey and District Society – objection (summarised)

- The colour of the fenestration bars is overpowering
- The proposed external heaters are environmentally unacceptable
- The application documentation should make clear what licence has been or will be granted by HCC Highways for temporary use of part of the piazza

Since the receipt of the above comments revised plans were received and an additional round of consultation undertaken. This additional round of consultation resulted in no additional representations from the Romsey and District Society.

6.0 **POLICY AND LEGISLATION**

6.1 Legislation

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that an LPA shall exercise its powers under those Regulations in the interest of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other factors.

It goes on to say that:

“2(a): factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

2(b): factors relevant to public safety include –

- (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome;
- (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.”

6.2 S72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that when the LPA exercises its planning functions with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character and appearance of that area.

6.3 National Planning Policy Framework (NPPF)

Paragraph 67 states that:

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

6.4 Supplementary Planning Documents (SPD)

Shop front Design Guide

7.0 **PLANNING CONSIDERATIONS**

Public amenity

7.1 The proposed advertisements are appropriate in scale, materials and siting to the building on which they are to be sited and it is considered they would not have a negative impact on the appearance of the built or natural environment. No illumination is proposed.

Public safety

7.2 The proposed advertisements do not include any lighting and are of an appropriate colour design and appearance and as such would not result in any adverse impacts on users of the highway or obscure or hinder any sign or device within or adjacent to the Public Highway.

8.0 **CONCLUSION**

8.1 The proposed advertisements would not adversely affect public safety or public amenity and comply with paragraph 67 of the NPPF and Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

9.0 RECOMMENDATION

CONSENT subject to conditions and note:

1. The proposed signs hereby consented are granted for a period of 5 years from the date of this decision notice.
Reason: In order that the Local Planning Authority can exercise control in the locality in the interest of the local visual amenities in accordance with guidance as set out in paragraph 132 of the National Planning Policy Framework.
2. The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans: 562/SH/002B, 562/SH/001, Location plan
Reason: For the avoidance of doubt and in the interests of proper planning.

Note to applicant:

1. In reaching this decision Test Valley Borough Council (TVBC) has had regard to the National Planning Policy Framework and takes a positive and proactive approach to development proposals focused on solutions. TVBC work with applicants and their agents in a positive and proactive manner offering a pre-application advice service and updating applicants/agents of issues that may arise in dealing with the application and where possible suggesting solutions.
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