
APPLICATION NO.	22/01170/ADV N
APPLICATION TYPE	ADVERTISEMENT - NORTH
REGISTERED	27.04.2022
APPLICANT	Tariq Abul
SITE	27 Hopkinson Way, Portway Business Park, Andover, SP10 3ZE, ANDOVER TOWN (HARROWAY)
PROPOSAL	Display of 1 internally illuminated external pylon sign
AMENDMENTS	None received
CASE OFFICER	Ms Gillian Wheeler

Background paper (Local Government Act 1972 Section 100D)

[Link to Planning Application Documents](#)

1.0 INTRODUCTION

1.1 The application is presented to Northern Area Planning Committee at the request of a Member “due to public interest”.

2.0 SITE LOCATION AND DESCRIPTION

2.1 Unit 27 Hopkinson Way forms part of the Portway Business Park and is owned by BP Rolls, an automotive business, which also occupies units 26-30 Hopkinson Way.

2.2 Hopkinson Way is a largely straight road running from south-west to north-east, with lower ground levels at the north-eastern end, which then curves round to the east. There are units on both sides of the road, and landscaping consisting of wide grass verges, trees and hedges, which provides an attractive backdrop to many of the employment buildings within this area.

2.3 There is a pedestrian footpath adjacent to Hopkinson Way outside Unit 27 which is sited at a higher ground level than the road, and Public Right of Way Andover 63a crosses Hopkinson Way in close proximity to the site.

3.0 PROPOSAL

3.1 The proposed advertisement would be sited adjacent to the footpath above the highway on the forecourt of number 27 Hopkinson Way. The advertisement would consist of an illuminated pylon sign measuring 4.5 metres in height, 1.7 metres in width, and with a depth of 0.3 metres. It would have a surface area of 7.2 square metres on each of the south-west and north-east elevations.

3.2 It would be constructed of aluminium composite material in grey and silver, and mounted on a concrete plinth. The proposed advertisement would have a static internal illumination of 300 candela per square metre, provided by white LEDs.

3.3 The applicant proposes to use Unit 27 for the servicing and repairing of Maxus vehicles, and the purpose of the proposed advertisement is to direct Maxus customers to the correct BP Rolls unit on Hopkinson Way.

3.4 Section 2.2 of the submitted planning statement states that positioning the sign on the forecourt and not on a building elevation is important because drivers of vehicles coming from the south cannot readily see the building from a distance because of the presence of the significant tree cover alongside Harrow Way.

4.0 **RELEVANT HISTORY**

4.1 22/00038/ADVN – ‘Display of 1 internally illuminated external pylon sign’. The previously proposed advertisement was 6.495 metres in height, almost 2 metres taller than the advertisement now proposed, and was refused on 12.04.22 for the following reason:

The combination of the large mass of the proposed advertisement, together with its prominent location forwards of the building line, and its illumination, within the restrained commercial character of the surrounding business park, in the context of advertisements of a much simpler design and smaller mass, results in an advertisement which is overly prominent and does not complement the general characteristics of the locality, and would therefore have a negative impact on the appearance of the built and natural environment, contrary to Part 2(a) of Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and without due regard to paragraph 136 of the NPPF.

5.0 **CONSULTATIONS**

5.1 **Hampshire County Council Highways** – No objection subject to condition:

- The illumination of the consented sign(s) shall be no greater than 300 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

6.0 **REPRESENTATIONS** Expired 16.05.2017

6.1 **Andover Town Council** – No objection

7.0 **POLICY AND LEGISLATION**

7.1 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.”

7.2 National Planning Policy Framework (NPPF)

Paragraph 136 of the NPPF states that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

7.3 Test Valley Borough Revised Local Plan 2016

The Test Valley Borough Revised Local Plan 2016 does not contain any policies specifically relating to advertisements and is therefore not material to this application.

8.0 **PLANNING CONSIDERATIONS**

8.1 **Public Amenity**

As stated in paragraph 7.1, the council must assess advertisements according to the general characteristics of the locality.

8.2 Proposed signage

The proposed advertisement has been reduced in height by almost 2 metres from the previously refused scheme, but it still has a height of 4.5 metres from the ground level that it would be sited on. The surface area of the advertisement would be 7.24 square metres on each of the south-west and north-east elevations, and it would be positioned in a prominent location at the front boundary of the forecourt of unit 27, adjacent to the pedestrian footpath. Due to the comparatively large size of the advertisement, combined with its forward location and illumination, it would appear as an incongruous unduly prominent feature in the street scene that would fail to integrate with the restrained and landscaped commercial character of its surroundings.

8.3 Furthermore, due to the difference in ground levels between the road and the forecourt of number 27 Hopkinson Way, the proposed advertisement would appear even taller and more prominent when viewed by drivers from road level, as the ground level of the advertisement would be significantly higher in comparison, and this would exacerbate the fact that the advertisement would not comply with the general characteristics of the locality due to its height and mass.

- 8.4 In addition, public views of the advertisement would also be possible from users of Public Right of Way Andover 63a which crosses Hopkinson Way and lies to the south of the proposed advertisement, further intensifying the adverse impact that this signage would have.
- 8.5 Existing signage
The applicant has highlighted a number of other examples of signage which it wishes the Council to take into account in its decision and these are considered in this section. The predominant form of advertisements on this business park consists of fascia signs on the buildings themselves and post mounted signs, often located adjacent to site entrances. The post mounted signs are generally located close to the ground on two posts, and many have large gaps underneath them allowing visibility between the posts, thereby reducing their overall mass and prominence, such as the Andover Glass Works sign to the south-west of the site on Hopkinson Way.
- 8.6 The Ford Service sign on Hopkinson Way to the north-east of the site approved under reference TVN.A.00175/4 is the exception to this. It is a 5 metre high illuminated post-mounted sign. However the surface area of this advertisement is 1.9 square metres, whereas the proposed Maxus sign has a surface area of 7.2 square metres. Whilst the Ford Service advertisement is prominent due to its height, the area of the advertisement is of a limited size, and therefore has limited harm.
- 8.7 With the exception of the Ford Services sign, the only advertisements of a comparable height to the proposed pylon are the fascia signs mounted onto the elevations of the buildings themselves. There are no free-standing signs of both a similar height and mass to the proposed advertisement within the vicinity.
- 8.8 The post mounted sign at Andover Trade Park is higher than many of the free-standing signs in Hopkinson Way, but it is advertising 10 businesses, is a simple design of advertisement, mounted on 2 posts, with a visible gap beneath, which reduces its bulk and mass, and it is not illuminated. It also has significantly less depth than the proposed advertisement. Furthermore, it is located adjacent to Weyhill Road at an entrance to the business park, and is not seen in the same context as the advertisements in Hopkinson Way.
- 8.9 The Mole Country Store sign and the Euronics Sign are of a more comparable height to the proposed pylon sign, but these are fascia signs mounted on the elevations of buildings, which are also commonly found in Hopkinson Way, and therefore reflect the general characteristics of the locality.
- 8.10 It was suggested that the proposed advertisement be reduced in size to 2 metres in height, thereby reducing its bulk and prominence in order to correspond with the other free-standing advertisements in the area and the general characteristics of the locality, but the agent responded that the signs are pre-made by a Maxus supplier, and they cannot provide a sign under 4.5 metres in height.

8.11 To conclude, the combination of the height and the large mass of the proposed advertisement resulting from its pylon design, together with its prominent location forwards of the building line, and its illumination, within the restrained commercial character of the surrounding business park, in the context of advertisements of a different character, results in an advertisement which does not complement the general characteristics of the locality. The proposed advertisement is considered unacceptable in amenity terms and therefore contrary to Part 2(a) of Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and without due regard to paragraph 136 of the NPPF.

8.12 **Public safety**

Hampshire Highways have not raised an objection to the proposed advertisement provided that the illumination does not exceed 300 candela per square metre and provided that no light source would be visible from the highway.

8.13 The proposed advertisement would not therefore result in an adverse impact on users of the highway, and would be acceptable in public safety terms, in accordance with Part 2(b) of Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

9.0 **CONCLUSION**

9.1 The proposed advertisement would be unacceptable in amenity terms due to the reasons highlighted above.

10.0 **RECOMMENDATION**

REFUSE for the reason:

1. **The combination of the large mass of the proposed advertisement, together with its prominent location forwards of the building line, and its illumination, within the restrained commercial character of the surrounding business park, in the context of advertisements of a much simpler design and smaller mass, results in an advertisement which is overly prominent and does not complement the general characteristics of the locality, and would therefore have a negative impact on the appearance of the built and natural environment, contrary to Part 2(a) of Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and without due regard to paragraph 136 of the NPPF.**

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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