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<b>APPLICATION NO.</b>	22/02758/ADVN
<b>APPLICATION TYPE</b>	ADVERTISEMENT - NORTH
<b>REGISTERED</b>	26.10.2022
<b>APPLICANT</b>	Nicola Lowry
<b>SITE</b>	Land at the entrance of Enham Place, Newbury Road, Enham Alamein, SP11 6JS, <b>ENHAM ALAMEIN</b>
<b>PROPOSAL</b>	Hedge advertisement with letters shaped using natural hedge on formwork - regularisation application
<b>AMENDMENTS</b>	
<b>CASE OFFICER</b>	Katie Nethersole

Background paper (Local Government Act 1972 Section 100D)

[Click here to view application](#)

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## 1.0 INTRODUCTION

- 1.1 The application is presented to Northern Area Planning Committee in accordance with the Member and Officer Interests Protocol.

## 2.0 SITE LOCATION AND DESCRIPTION

- 2.1 The application site is a grass verge to the east of Newbury Road and at the entrance to Enham Place.

## 3.0 PROPOSAL

- 3.1 The application seeks to regularise an existing advertisement which is comprised of letters cut into a natural hedge supported by a wire frame. The application has been submitted as a result of an enforcement complaint. The advertisement spells out the name 'Enham' in hedgerow and is considered to be an advertisement as it announces arrival to Enham. An advertisement is defined in Section 336(1) of the Town and Country Planning Act 1990 (as amended) as:

*'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.'*

## 4.0 HISTORY

- 4.1 None relevant

## 5.0 CONSULTATIONS

- 5.1 **Highways** – No objection

6.0 **REPRESENTATIONS** Expired 19.11.2022

6.1 No public letters of representation received

6.2 **Enham Alamein Parish Council** – No objection

7.0 **POLICY**

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 The main planning consideration is the effect of the advertisement on Amenity and Public Safety.

8.2 **Amenity**

This application seeks regularise an existing advertisement formed out of a hedgerow and spelling out the name ‘Enham’. The advertisement is sited on a grass verge to the entrance of Enham Place and the surrounding area is green and verdant with an abundance of hedge and trees. It is considered that the natural appearance of the advertisement blends in sensitively with its landscape surroundings.

8.3 It is therefore considered that the advertisement has an acceptable impact on amenity of the area.

**8.4 Public Safety**

The advertisement would not result in any adverse impacts on users of the highway or obscure or hinder any sign or device. The Highways Authority have raised no objections to the advertisement.

**8.5 Conditions**

Advertisements must comply with five standard conditions, these will be detailed on the decision notice and include the requirements to keep the signs clean and tidy, in a safe condition, have permission from the landowner to be displayed, not obscure or hinder the interpretation of official road signs, or otherwise make a hazardous the road and to be removed carefully when required.

**9.0 CONCLUSION**

9.1 The advertisement would not adversely affect public safety or public amenity and would comply with paragraph 136 of the NPPF.

**10.0 RECOMMENDATION**

**CONSENT subject to:**

**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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