

---

<b>APPLICATION NO.</b>	23/01373/ADVN
<b>APPLICATION TYPE</b>	ADVERTISEMENT - NORTH
<b>REGISTERED</b>	26.05.2023
<b>APPLICANT</b>	Howden Group Holdings Limited
<b>SITE</b>	A Plan Insurance, 7 Bridge Street, Andover, SP10 1BE, <b>ANDOVER TOWN (WINTON)</b>
<b>PROPOSAL</b>	Display of 1 non-illuminated fascia sign
<b>AMENDMENTS</b>	
<b>CASE OFFICER</b>	Ash James

Background paper (Local Government Act 1972 Section 100D)

---

## 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 consists of a two storey terraced building located within Andover Town Centre. It lies within the Andover Conservation Area and also within the Andover primary shopping frontage.

2.2 The existing signage consists of black lettering above the ground floor of the building. The building is used by an insurance sales company at both ground and first floor.

## 3.0 RELEVANT HISTORY

3.1 None.

## 4.0 CONSULTATIONS

### 4.1 Conservation: No Objection

It is proposed to replace existing signage to Number 7 Bridge Street. No 7 is within the Andover Conservation Area and is located in proximity to several listed buildings, including the grade II\* Star and Garter. The proposed works would closely follow the existing signage in terms of its muted colour palette, lettering and no illumination. As such, the proposal would not overly alter the appearance of the shopfront and it is considered that the proposal would have a neutral impact upon the significance of the heritage assets, with the character and appearance of the conservation area and the setting of the listed buildings preserved. The proposal is in accordance with the Act, policies within the NPPF and Policy E9: Heritage of the Revised Local Plan DPD (Adopted 2016). Conservation has no objection.

## 5.0 REPRESENTATIONS Expired 16.05.2017

### 5.1 Andover Town Council – No Objection

## 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 *Section 72(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 132 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.”

### 6.4 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.

### 6.5 Supplementary Planning Documents (SPD)

Shopfront Design Guide 2010

## 7.0 **PLANNING CONSIDERATIONS**

### **Public amenity**

#### 7.1 *Impact on Residential Amenity*

The nearest neighbouring property would be the upper floors of 4 Bridge Street, which is located in excess of 20m away. No illumination is proposed, the proposal is of a modest size which is proportionate to the building and consists of

simple black lettering on a stone coloured fascia board, similar to the existing signage, as such it is considered that the proposed advertisement would not adversely affect the amenity of nearby residents or other land users.

#### 7.2 *Impact on the Character and Appearance of the Area (Visual Amenity)*

The property is located in Andover's Conservation Area and therefore it is important to consider the impact that the signage would have on the overall character and appearance of the building and the wider area. The proposed advertisement is appropriate in scale, and siting to the building on which they are to be sited. The proposed colour palette is muted, consisting of black lettering on a stone coloured fascia board and there is no illumination proposed. Therefore it is considered that the proposed development would not have a negative impact on the appearance of the built or natural environment. The proposal would be in accordance with the requirements of the Shopfront Design Guide, and more broadly, would have an acceptable impact on public amenity .

#### **Public safety**

- 7.3 Although the proposed advertisement is adjacent to the highway, the signage would not face traffic directly, would be non-illuminated, and comprises of muted colours. The proposed advertisements would not result in any adverse impacts on users of the highway or obscure or hinder any sign or device and as such would be acceptable in this regard.

#### 8.0 **CONCLUSION AND CONDITIONS**

- 8.1 The proposed advertisements would not adversely affect public safety or public amenity and comply with paragraph 132 of the NPPF.

- 8.2 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 **RECOMMENDATION** **CONSENT subject to:**

1. **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.**
2. **No advertisement shall be sited or displayed so as to :**
  - (a) **endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);**
  - (b) **obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or**
  - (c) **hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.**

- 3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.**
- 4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.**
- 5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.**

**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.**
-