



Covering Letter Hill Cottage, Winchester Road

Retrospective Planning Application - Illuminated Sign

Hill Cottage, Winchester Road Retrospective Planning Application - Illuminated Sign

The submitted application for Hill Cottage, Winchester Road, seeks to obtain retrospective planning permission for an illuminated sign, situated to the front of a detached outbuilding along Winchester Road.

Following the construction of a small outbuilding in 2015, the client installed a new sign facing Winchester Road. The sign measures approximately 1m x 2m, and is illuminated by a wall mounted light above, set to a dawn/dusk sensor.

The sign is positioned at a significant distance from surround dwellings, and is set back approximately 12m from the main carriageway. The light above is directional, casting light downwards to illuminate the sign, as opposed to being backlit, which would provide a wider light spread. The luminosity of the light is not know. As far as the client is aware, no objections or concerns have been raised about the sign since its installation in 2015.

For these reasons we would respectfully suggest that the application be approved, given the minimal impact to neighbouring dwellings and the wider street scene.

