

DELEGATED OFFICER REPORT

Application Ref: A/25/98996 & L/24/98998 (Combined Report)

Site Address: Ham Farm Harvester, Twyford Road, Eastleigh, SO50 4LF

Case Officer: David Huckfield

Description: Installation of replacement signage to include: refurbishment of existing internally illuminated post-mounted sign, externally illuminated pictorial panel to existing gibbet, and addition of set of non-illuminated reverse applied letters to glazing (amended description) (Advertisement Consent and Listed Building Consent).

Particular Site Constraints?	Yes ☒	No ☐
Within the Urban Edge Grade II Listed Building (Ham Farmhouse) Subject to Tree Preservation Order (TPO 109 & 109E) Within HRA Screening Area Within Flood Zone 1		

Relevant Planning History?	Yes ☒	No ☐
F/25/98769 & L/25/98776 - Internal redecoration to the pub and restaurant along with external alterations including new glazed panel to lobby entrance, installation of external lighting and provision of new circular paving beds and inset plant beds (Full Planning Application and Listed Building Consent) – APPROVED (02/07/2025) A/16/79573 - Display of replacement signs including 1no. internally illuminated post sign, 2no. illuminated fascia signs, 2no. non-illuminated signs & refurbishment & relocation of existing hanging sign – CONSENTED (05/01/2017) L/16/79625 - Listed Building Consent: Display of replacement signs, including 1no. internally illuminated post sign, 2no. illuminated fascia signs, 2no. non-illuminated signs & refurbishment & relocation of existing hanging sign – CONSENTED (05/01/2017)		

Site Visit?	Yes ☒	No ☐
A site visit was undertaken by the Case Officer to consider the proposals in context.		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☒
Representations:	None received.		
Allbrook Parish Council:	No objection.		
Heritage Officer	<i>Comments on application as originally submitted:</i> <u>Context</u> The site lies to the east of Twyford Road, between it and the River Itchen to the rear on the northern entrance to the town, in a residential area. The restaurant building lies to the rear of the site on the east boundary with the large car park in front to the northern end with the old listed farmhouse in the south-west quadrant, end on to the road.		

	This building is separate to that at the rear and is built of painted brick-work and partly brick-nogged timber frame under a thatched roof and is the pub element of the whole site. <u>The Proposal</u> This application is for both revised and additional signage at this site, involving four elements; No. 1 is a refresh of the existing 'lollipop' sign to the left of the site entrance; No. 3, a refreshed pictorial sign on the existing gibbet fixed to the front wall of the listed building and No.4 new lettering to the newly glazed gable entrance to the rear of the side elevation of the listed building. None of the above present any problem, so there is no objection to No's 1, 3 or 4. Sign No. 2 however is a considerable problem. This is a new sign some 1735mm x 1060mm (approx. 6' x 3'6"), the bottom standing 1400mm (4'8") above the ground level to the right hand side of the site entrance and therefore in front of the listed building, largely blanking it out to travellers approaching from the north. This will have a seriously harmful effect on the setting of this heritage asset. Objection to the position of this sign. One appreciates the need to bring attention to the offer within the buildings but the proposed position of this sign not only reduces the quality of the setting of the listed building but will largely block out the attractiveness of the venue to prospective new customers entering the area and therefore be counter productive. A sign of this nature needs to be either set down at hedge level (board itself is after all about the same height as the hedge) or positioned much further north along the front boundary. <u>Conclusion</u> Signs 1,3 and 4 are no problem but the height, size and position of sign No 2 as proposed is not acceptable, so holding objection.
HCC Highways:	In regard to application A/25/98996, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective. All signs are located in non-obstructive positions (movement and visibility), and the illumination levels for the signs that are to be illuminated are outlined as being up to 250cd/sqm which falls well within guidance levels.

Relevant Policy and Legislation:

Legislative Background:

Advertisement Consent:

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) states:

(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(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;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(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.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Regulation 4 states:

(3) In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.

Listed Building Consent:

Section 16(2) of the Planning (Listed Buildings & Conservation Areas) Act 1990 states:

"In considering whether to grant Listed Building Consent for any works, the Local Planning Authority ... shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

The Development Plan:

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan comprises the Policies of the adopted Eastleigh Borough Local Plan 2016-2036. The relevant policies to this application are: S1 (Delivering Sustainable Development), S8 (Historic Environment), DM1 (General Criteria for New Development), DM12 (Heritage Assets), DM13 (General Development Criteria – Transport).

National Planning Policy and Guidance:

The latest iteration of the National Planning Policy Framework (the NPPF or Framework) was published in December 2024 and, as set out within paragraph 231, the policies contained within it are material considerations which should be taken into account in dealing with applications from the day of its publication.

Of particular relevance to this application are Paragraph 141 of the NPPF which relates to the display of advertisements, as well as Section 16 'Conserving and enhancing the historic environment'.

The Planning Practice Guidance provides additional guidance in support of the policies within the Framework and is also a material consideration in the determination of the application.

Assessment:

Summary of proposals:

The proposals incorporate the provision of three advertisements including the refurbishment of the existing internally illuminated lollipop / post-mounted sign which lies to the northern side of the site's vehicular entrance from Twyford Road, a replacement double sided pictorial panel sign to be mounted on the existing gibbet adjoining the listed building (externally illuminated), and the addition of non-illuminated lettering to the glazing above the entrance to the public house. These signs will replace / update signage previously approved under application references A/16/79573 and L/16/79625 (see planning history above).

The application as originally submitted had also included a freestanding, post-mounted, externally illuminated correx sign which would have been positioned to the immediate southern side of the site entrance in close proximity to the north-western corner of the public house (sign 2 on the original site plan as referenced by the Council's Heritage Officer). As a result of the close proximity to the listed building, along with the notable height (2.46m) and width (1.735m) of the sign, there were concerns in respect of the impact of the advertisement on the setting of the heritage asset, as well as upon the Twyford Road street scene from which it was considered it would have appeared as an unduly prominent visual feature. As a result of these concerns, this sign has been removed from the proposals.

Assessment:

In terms of the application for advertisement consent, the Advertisement Regulations require that local planning authorities exercise their powers in respect of the control of advertisements only in the interests of amenity and public safety. Whilst amenity is not exhaustively defined in the Regulations, the Planning Practice Guidance (Paragraph 079 Reference ID: 18b-079-20140306) provides additional context in this respect and sets out that it is a matter of interpretation by the local planning authority as it applies in any particular case, but in practice "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood.

In this respect, the mixture of illuminated and non-illuminated signage proposed is considered to be acceptable. The refurbishment of the post-mounted / lollipop sign at the site's entrance will refresh the appearance of the advertisement and update it to the latest corporate branding / specification, without increasing its scale or extent. Indeed, the removal of the existing weathervane which presently sits atop it will, albeit modestly, serve to reduce the height of the overall structure. The sign will remain internally illuminated as is currently the case.

Similarly, the pictorial panel / hanging sign is a direct replacement for the existing, with the current gibbet adjoining the western elevation of the listed building and from which it

hangs being retained. Again, the method of illumination will remain as existing, with this being by way of brass cowl lights sited to either side of the panel (external illumination). The level of luminance of both signs, at 250 candelas per square meter, is also considered to be reasonable and will not adversely impact on the amenity of the area.

The final advertisement comprises of white vinyl lettering to be applied to the new glazed element (approved separately as part of applications F/25/98769 and L/25/98776) to be sited above the customer access into the public house. This lettering is non-illuminated and of an appropriate form and size such that it will not be visually intrusive or unduly dominant of the northern side of the building, whilst at the same time positively contributing to the overall enhancement of the entrance to the premises. The advertisements are therefore considered to be acceptable from an amenity perspective and will respect the prevailing character of the area.

With regards to public and highway safety, the positioning of the respective signs will ensure that they will not interfere with the safe movement of vehicles or pedestrians, with the proposed lighting also being considered appropriate in terms of its levels of luminance and it being directed such that it will not be distracting to drivers utilising/entering the site or travelling along the adjacent public highway. No objection has therefore been raised by the Highway Authority.

As the building is Grade II Listed, listed building consent is also required for the advertisements. Taking account of the factors set out above regarding the appropriate siting, scale and nature of the advertisements, as well as the comments of the Council's Heritage Consultant, the proposals are considered to be acceptable from a heritage perspective. They will serve to uplift/refresh the current signage and thereby improve the appearance of the site and listed building relative to the existing, and appropriately respect its setting and special character in line with the relevant statutory provisions and local and national planning policy requirements.

Conclusion:

Overall, the proposals are considered to achieve an acceptable balance between drawing attention to the building's function as a public house / restaurant without overdominating its public elevations or detracting from the character of the area on what is a relatively prominent location along Twyford Road, one of the main approaches into Eastleigh Town Centre.

The advertisements will also not undermine public or highway safety and will appropriately preserve the character of the listed building and its setting. The applications are therefore considered to accord with the relevant legislative and planning policy provisions and it is recommended that both advertisement and listed building consent be granted.

Recommendation:	GRANT LISTED BUILDING CONSENT AND CONSENT TO ADVERT DISPLAY ☒	REFUSE ☐
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