

Deadline	28th July 2010		
Application Number:	S/2010/0797		
Site Address:	STONEHENGE CAMPSITE BERWICK ROAD BERWICK ST. JAMES SALISBURY SP3 4TQ		
Proposal:	RETROSPECTIVE APPLICATION FOR THE DISPLAY OF 2 ADVERTISEMENTS		
Applicant/ Agent:	MR TONY ALLEN		
Parish:	WINTERBOURNE STOKETILL/WYLYEVALLE		
Grid Reference:	407430.6 140420.5		
Type of Application:	ADV		
Conservation Area:	WINTERBOURNE STOKE	LB Grade:	
Case Officer:	Charlie Bruce- White	Contact Number:	01722 434682

Reason for the application being considered by Committee

The Southern Area Committee resolved that future applications at this site should be determined by the Committee due to the level of local interest.

1. Purpose of Report

To consider the above application and to recommend that planning permission be APPROVED subject to conditions. .

Neighbourhood Responses

17 letters of objection/concern were received.

Parish/Town/City Council response

Winterbourne Stoke Parish Council - Support

Berwick St. James Parish Council - Object

2. Main Issues

- Amenity;
- Public safety.

3. Site Description

The site relates to the entrance of Stonehenge Campsite, situated on the Berwick Road, to the south-west of Winterbourne Stoke. This is a small scale campsite, only lawfully permitted to operated under permitted development rights, comprising use as a Certified Location (CL) for up to 5 caravans, and use for temporary touring and camping events, such as 5 day meetings held by 'exempted organisations', or the use of land for not more than 28 days in a year for tented camping. The site falls within the Special Landscape Area.

4. Planning History

<i>App. No.</i>	<i>Proposal</i>	<i>Decision</i>	<i>Date</i>
213	Re-building of shed & piggeries	AC	01.06.50
TP/59	Construction of new access to highway	AC	27.06.51
TP/226	Site chosen for the erection of house or bungalow	AC	12.10.55
10/0007	Change of use of land to touring caravan and camping site, including retention of access, driveway, hardstandings, shower/wc block, chemical toilet disposal area, cess pit and electric hook up points.	R	11.05.10
10/1058	Retrospective application to retain operational development associated with use of land as a caravan club site and tenting/rally area	Undetermined	

5. The Proposal

Retrospective consent is sought for the retention of two freestanding signs, sited to either side of the site entrance, displaying "Stonehenge Campsite" and advertising "Caravan Rallies" and "Events Venue". The signs measure approximately 1200mm x 900mm, each being mounted on two wooden posts raising the signs off the ground by approximately 350mm. The signs have a dark brown background with white letting.

6. Planning Policy

The following development plan policies and national planning guidance are considered relevant to this proposal:

- Local Plan policies G1, G2, C2, C6
- PPG19: *Outdoor Advertisement Control*

7. Consultations

Highways Officer

No objection in highway safety terms

Winterbourne Stoke Parish Council

Support

Berwick St. James Parish Council

Object on the following grounds: excessive in size and not relevant to the permitted use.

8. Publicity

The application was advertised by neighbour notification and site notice.

17 letters of objection/concern were received, raising the following:

- Signs are excessive in relation to the permitted activities;
- Harmful to the character of the area.

9. Planning Considerations

9.1 Principle of development

PPG19 states that the display of outdoor advertisements can only be controlled in the interest of “amenity” and public safety”, and that it is accepted that anyone proposing to display an advertisements “needs” that advertisement in that particular location, whether for commercial or other reasons.

9.2 Amenity

Two signs are proposed, either side of the site access, designed to indicate the entrance to the Stonehenge Campsite for vehicles travelling in either direction on Berwick Road. The signs are set back from the road, into the splayed part of the access. The existing earth bunds to either side of the access, which are currently unauthorised, provide the backdrop to the signs, and help to reduce their visual impact. However, even taking into account a reduction to the height/extent of the bunding so that they fall within permitted development, it is not considered that the signs would have an unacceptable visual impact. Such reduced height boundary treatment would still provide an appropriate backdrop to the signs given their size and set back from, and angle to, the road. The dark brown background to the signs would be appropriate to the rural character of the area, and the white lettering and symbols are of a simple and modest style.

It is noted that concern has been raised by a number of third parties and Berwick St.

James Parish Council that the signs are excessive for the permitted campsite use and that they could be construed as misleading in terms of the authorized activities that can take place on the land. However, PPG19 states that the need for an advertisement or its displayed content are not material considerations. Rather the affect of the advertisement upon the visual amenity of the locality and public safety are the sole considerations.

9.3 Public safety

The Highways Officer has raised no objection in highways safety terms and it is not considered that the signs pose any other danger to public safety. Guidance within PPG19 also states that local planning authorities should bear in mind that some advertisements can positively benefit public safety by safely directing drivers to their destination. In this instance, it is considered that this is particularly relevant given the type of vehicles accessing the site i.e. cars towing caravan, which would have particular difficulty attempting to manoeuvre on the B-class Berwick Road should the site access be missed.

10. Conclusion

The proposed signs, by virtue of their siting, scale, colouring and design, would not have an unacceptable impact upon amenity or public safety.

RECOMMENDATION

It is recommended that planning permission is application be APPROVED for the following reasons:

The proposed signs, by virtue of their siting, scale, colouring and design, would not have an unacceptable impact upon amenity or public safety. The proposal would therefore be in accordance with the aims and objectives of PPG19 and Local Plan policies G1, G2, C2 and C6.

And subject to the following conditions:

- 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.

Reason: To accord with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: To accord with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: To accord with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: To accord with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

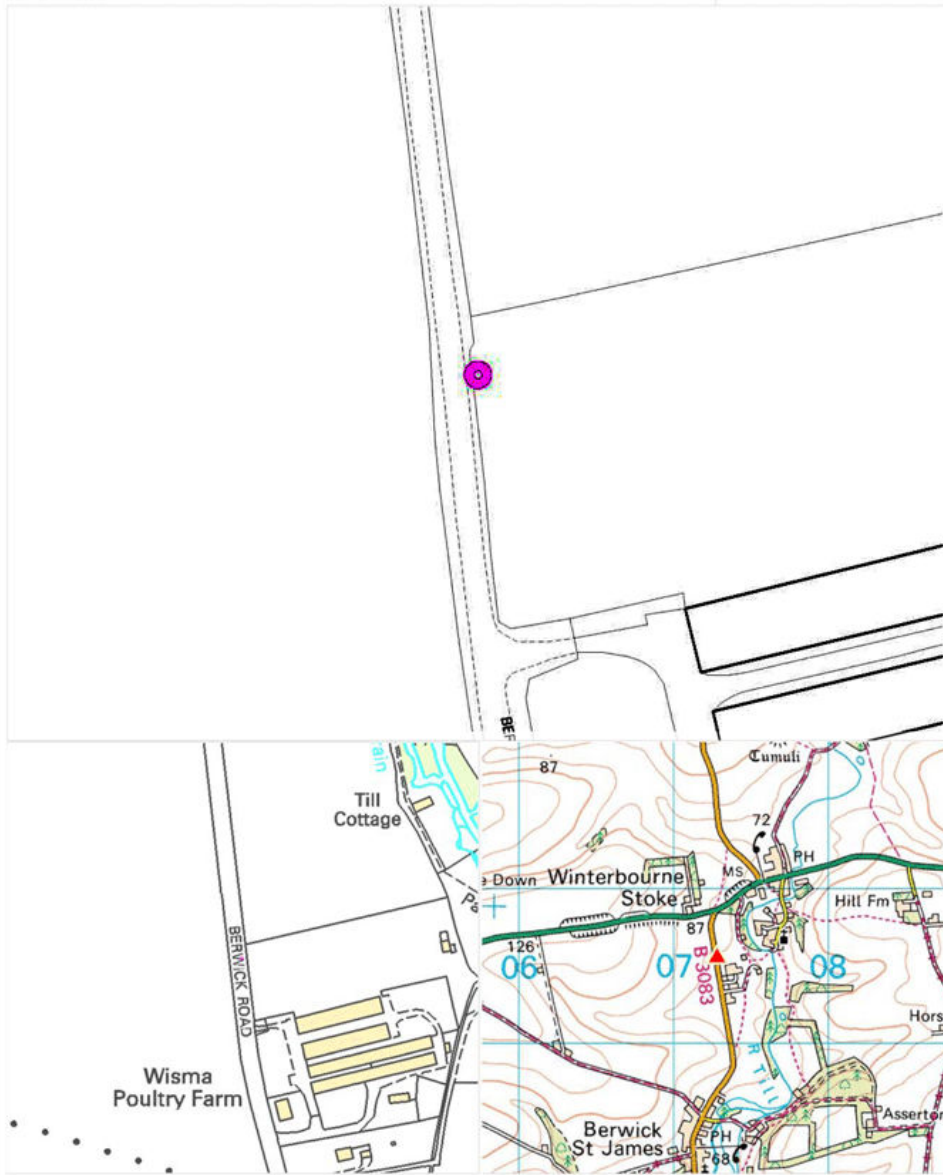
- 5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Appendices:	None
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Background documents used in the preparation of this report:	None
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Site Visit:



STONEHENGE CAMPSITE