

Landford Parish Council

Planning Annexe

April 2018

Members: Cllr NJ Bishop, Cllr G Hewson, Cllr GL Keirl, Cllr AM MacClachlan, Cllr KP Parker, Cllr MJ Proctor, Cllr DM Walling, Cllr DM Wilson, Cllr LA Waltham

Ref. number	Location	Proposal	Parish Council's Comments	Date of PC Meeting Cllrs present
NFNPA Ref. No: 18/00210	WILLOWDALE, FOREST ROAD, NOMANSLAND, SALISBURY, SP5 2BW	First floor extension	<p><u>We are happy to accept the decision reached by the National Park Authority's Officers under their delegated powers</u></p> <p>If the officer is minded to approve the application the Parish Council requests that the following conditions are included:</p> <ul style="list-style-type: none">• the new first floor side window to be glazed with obscure glass,• first floor windows should not be installed in the proposed two storey wall structure without planning permission being previously granted,• the chimney should be raised in the same style as existing,• building materials, builders vehicles and scaffolding should not obstruct the access drive from Forest Road (shared with Hollyoaks), and• all external materials to match existing.	<p>11-04-18</p> <p>DMW (Chairman), NJB, KPP, LAW</p>
NFNPA Ref. No: 18/00213	LANDFORD SERVICE STATION, PARTRIDGE HILL, LANDFORD, SALISBURY, SP5 2BB	Display of 2no. non-illuminated banner signs; 2no. non-illuminated freestanding promotional signs (Application for Advert Consent)	<p><u>We recommend REFUSAL, for the reasons listed below, but would accept the decision reached by the National Park Authority's Officers under their delegated powers.</u></p> <p>Whilst the two freestanding signs are not unreasonable, the roadside-facing banner presents the following problems:</p> <ul style="list-style-type: none">• lorries will park between the banner and the road, resulting in complete blockage of the sight lines to the east, for vehicles exiting the service station (as experienced when the banner was previously in situ),• the message on the banner will create a dangerous distraction for passing vehicle drivers,	<p>11-04-18</p> <p>DMW (Chairman), NJB, KPP, GLK, LAW</p>

- the precedent set by a planning approval is highly likely to be duplicated by other nearby businesses.

Landford Village Design Statement states, in section 8:

Where commercial signage is required it should be tidy and within the site. If necessary, signs and name plates should be minimal and in keeping with older traditional styles. Shop signs should be discrete, suitably coloured and indirectly lit.

Excessive advertising should be avoided as it usually only serves to clutter the area and is inappropriate in a rural setting.

GUIDELINE 8.10.2 - Ensure that the siting and design of signs and advertisements is legal, appropriate and sympathetic to the character of the area.

Very bright fascias and over large or inappropriately sited signs can seriously detract from the visual quality of the area. Avoid poor and excessive signage, as this will appear cluttered and lead to confusion.

GUIDELINE 8.10.3 - Ensure that the design of signs is proportionate to the scale and character of the buildings and locality.