

**Item No 05:-**

**18/03461/ADV**

**Poulton Hill Vineyard  
Poulton Hill Farm  
Poulton  
Cirencester  
Gloucestershire  
GL7 5JA**

**Item No 05:-****Erection of 2 entrance signs (retrospective) at Poulton Hill Vineyard Poulton Hill Farm Poulton Cirencester Gloucestershire GL7 5JA**

<b>Advert Application 18/03461/ADV</b>	
<b>Applicant:</b>	Mr M Thomas
<b>Agent:</b>	Andrew P Jones Associates
<b>Case Officer:</b>	Lisa-Marie Evans
<b>Ward Member(s):</b>	Councillor David Fowles
<b>Committee Date:</b>	13th February 2019
<b>RECOMMENDATION:</b>	<b>REFUSE</b>

**Main Issues:**

- (a) Impact on the amenity of the surrounding area
- (b) Impact on Highway

**Reasons for Referral:**

None

**1. Site Description:**

The proposal relates to a parcel of land in open countryside adjacent to an agricultural track outside the built settlement of Down Ampney.

**2. Relevant Planning History:**

18/00999/ADV - Erection of sign - Approved 14.08.18

**3. Planning Policies:**

NPPF National Planning Policy Framework  
EN2 Design of Built & Natural Environment  
EN4 The Wider Natural & Historic Landscape

**4. Observations of Consultees:**

Landscape Officer - Objection - The retention of two signs at the entrance would clutter the roadside verge which would detract from the rural character of the lane.

**5. View of Town/Parish Council:**

No comments received at the time of writing the report.

**6. Other Representations:**

No comments received at the time of writing the report.

**7. Applicant's Supporting Information:**

N/A

**8. Officer's Assessment:**

Section 12 of the NPPF (Achieving well-designed places) at Paragraph 124 reinforces that the creation of high quality places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

At Paragraph 130 it states that permission should be refused for development of poor quality design that fails to take opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents.

Paragraph 132 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.

The Adopted Local Plan is silent in respect of advertisements outside of Conservation Areas.

Amenity of the surrounding area:

The proposal relates to the retention of 2 entrance signs at Poulton Hill Vineyard. An entrance sign to the north of the entrance was previously permitted under 18/00999/ADV, however due to the amendments which have been made to the sign; it's considered that this consent has not been implemented. A second sign on the south side of the site access to the vineyard has also been erected, which matches the first. The signs themselves measure 0.75m in height and 1.5m in width and are displayed on top of two separate timber posts measuring 2m in height. The overall height of the structures is therefore 2.75m. The signs are made of timber and display black writing on a white backgrounds. The timber posts are also painted black. The signs advertise Poulton Hill Vineyard with contact details. There are also detachable "open today" signs at the bottom of the larger signs. It is accepted that the proposed additional signage in isolation operates in a way that is simple, effective and efficient. It is also accepted that the proposed additional signage does not cause harm to the public safety of the surrounding area.

However, officers have also considered the justification for the additional signage to the south of the site entrance; which is that the signage is angled towards vehicles travelling past the site in a southerly direction, that would otherwise not see the existing sign positioned north of the site access. It is considered that the previously approved signage (18/00999/ADV) would be visible to vehicles travelling in both directions along the access road and, if deemed necessary, could better serve customers travelling both from the north and south if re-positioned slightly to be parallel with the road rather than being angled towards one direction.

As advised by the District Council's Landscape Officer, the site lies within an isolated rural location and there is little evidence of existing urbanising features within the context. The retention of two signs at the entrance would clutter the roadside verge which would detract from the rural character of the lane. The signage is highly prominent in public views from the lane.

An additional sign has therefore not been justified.

Highways Impact:

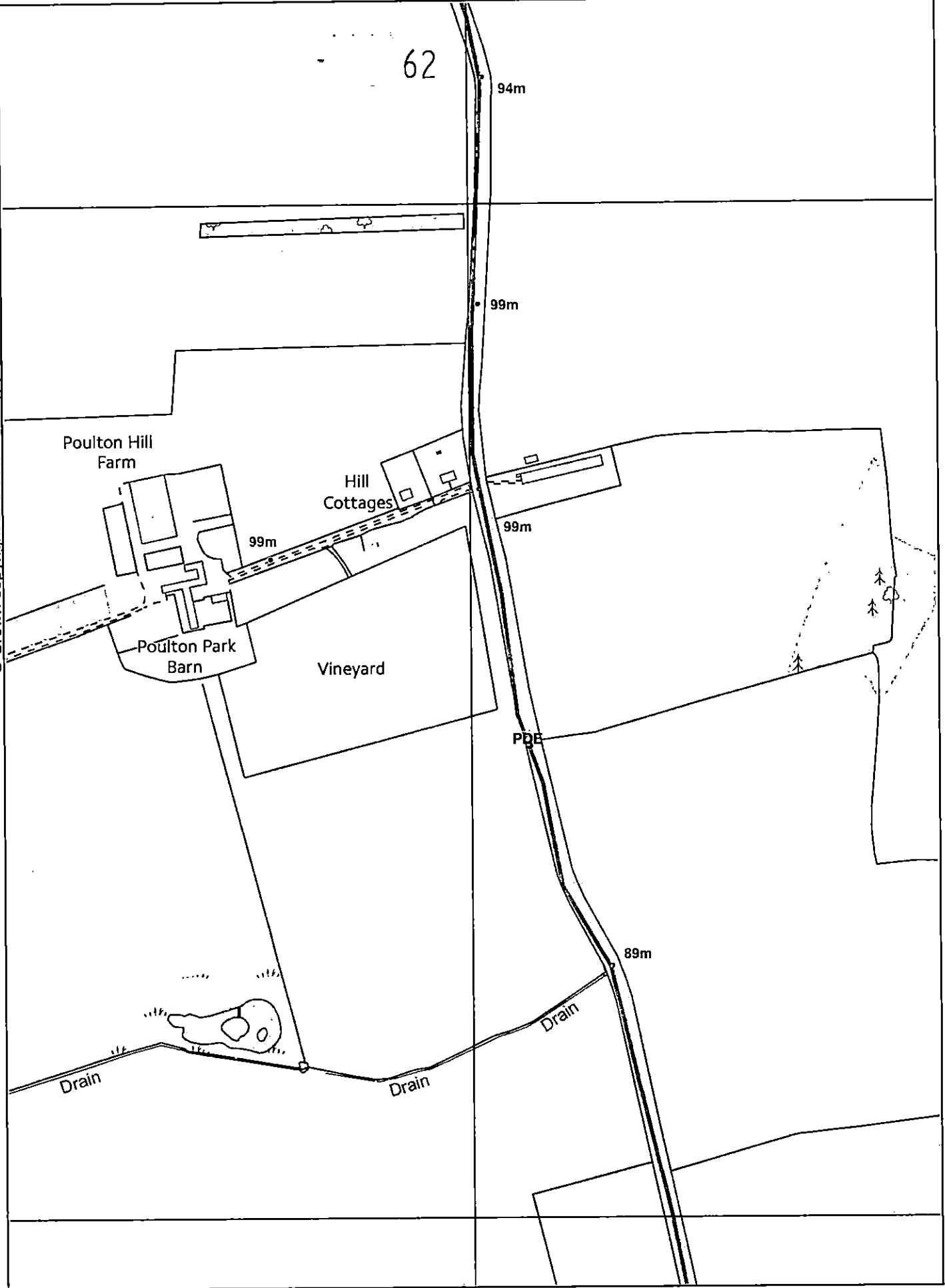
The proposed development would be set in excess of 1.2 metres back from the carriageway edge, so as not to cause harm to the safe use of the carriageway.

## **9. Conclusion**

It is considered, that the cumulative impact of the proposed signage and previously approved signage would result in an over-proliferation of signage within the area, which is in an area of special advert control. The proposed additional signage therefore detracts from the local amenity of the surrounding area which is characterised by its rural landscape. The proposed works are considered not to accord with the objectives of Paragraph 132 of Section 12 of the NPPF.

## **10. Reason for Refusal:**

The proposed sign would be within an area of Special Advert Control outside the built settlement of Poulton. By virtue of the location adjacent to a previously approved sign, the cumulative impact of the proposed signs would result in dispersed clutter thereby having a significant adverse impact on the amenity of the area, detracting from the visual appearance and rural character of the area, and as such would be contrary to paragraphs 124, 130 and 132 of Section 12 of the NPPF.



**COTSWOLD**  
DISTRICT COUNCIL

**POULTON HILL VINEYARD POULTON HILL FARM POULTON**

Scale: 1:5000

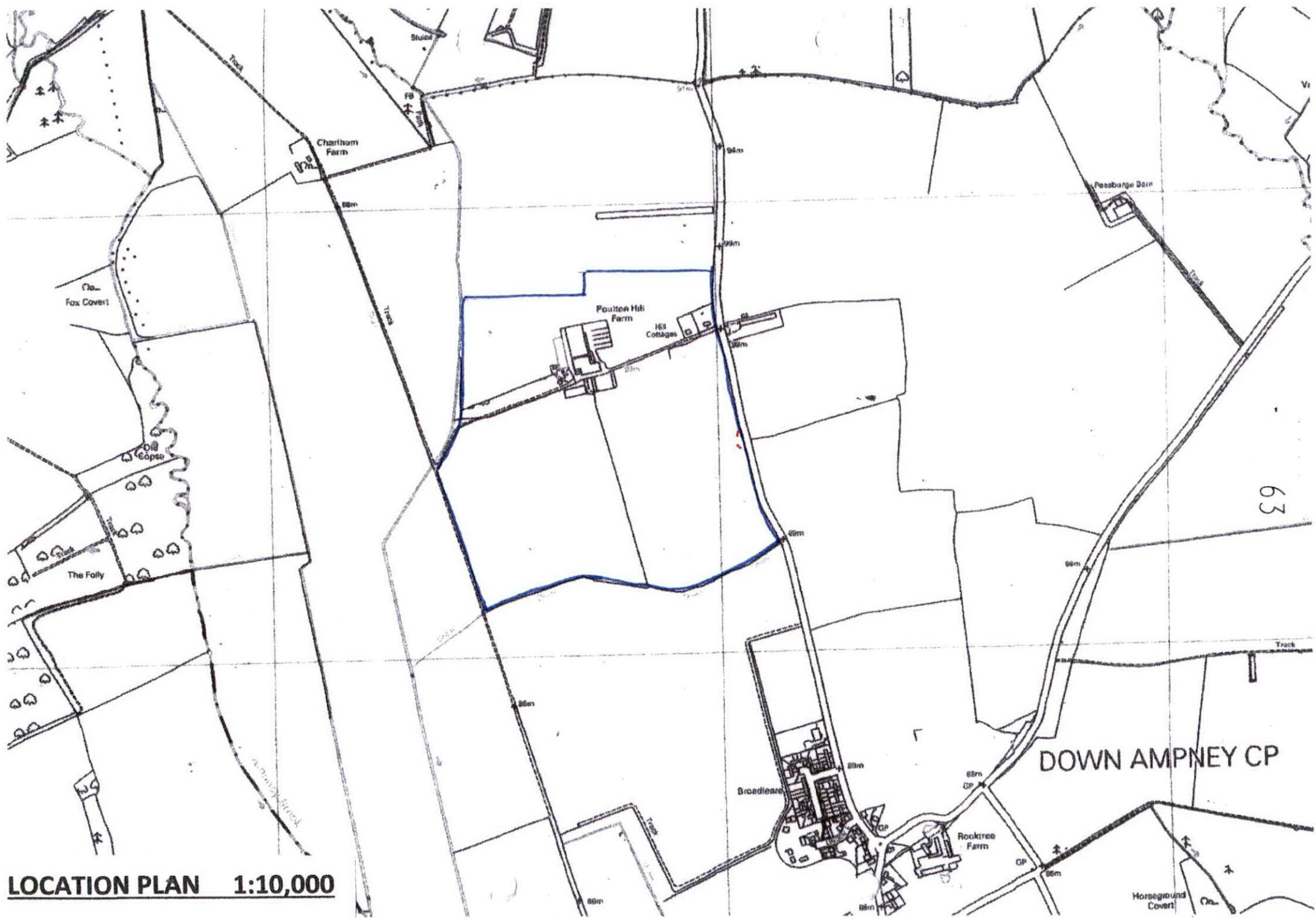
Organisation: Cotswold District Council

Department:

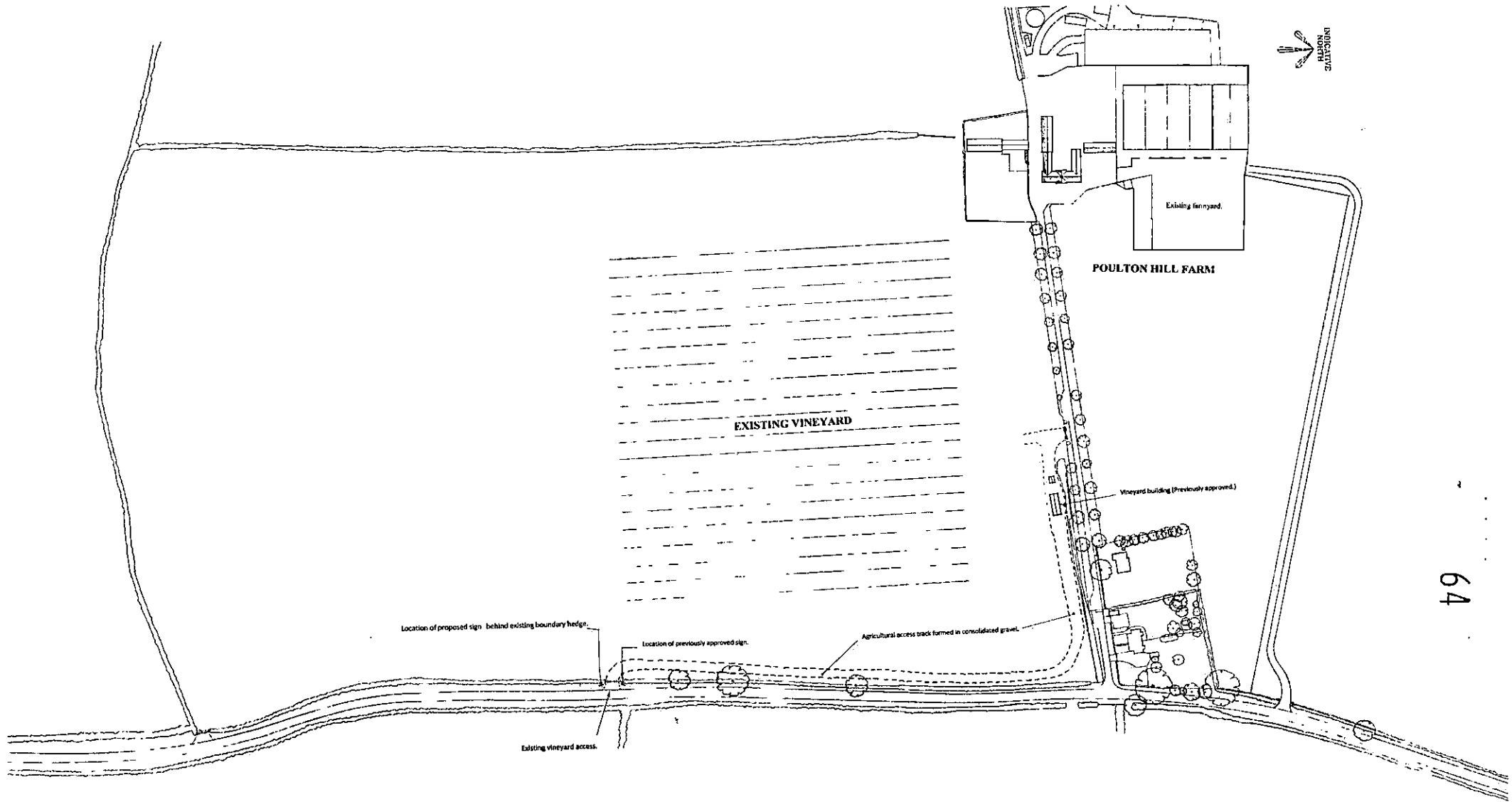
Date: 04/02/2019



**NORTH**



**LOCATION PLAN 1:10,000**



64

Rev D 27-10-16 Sign locations amended.  
 Rev C 22-10-16 Edm sign added.  
 Rev B 27-7-16 sign on 10/17  
 Rev A 9-5-16 Vineyard access track expanded.

Client <b>MR M THOMAS</b>	<b>ANDREW P JONES</b> <b>ASSOCIATES</b>
Project <b>POULTON HILL VINEYARD</b> <b>DOWN AMPNEY</b>	<b>Development Consultants</b>
Drawing <b>PROPOSED SIGNS &amp; ACCESS</b> <b>TRACK</b>	HOLLYBANK HOUSE, STOCKWELL LANE CLEEVE HILL, CHELTENHAM, GLOS CESTERSHIRE GL52 3PU TELEPHONE/FAX 01242 676652
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VINEYARD

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66  
VIEW OF SIGN LOCATED SOUTH OF VINEYARD ENTRANCE.