

A

Post Mounted Events Advertisement

The Planning, Town & Environment Committee considered the following application on 5th February 2010:

09/94791 – Land of Forest View, Shobley – Display one non-illuminated post mounted events advertisement

The Committee recommended:

Permission (3) : Given the context of the A31 dual carriageway, and the proximity of the sign to the In Excess store, the Conservation Officer's concerns were felt to be excessive and inappropriate.

New Forest National Park Authority have now received an objection from Highways Agency (*below*) and have requested Members to consider altering this recommendation to accept a delegated decision (to avoid the need to send it to committee).

Ref: 09/94791/ADV

4th February 2010

Location: Adjacent to Eastbound A31, Forest View, Shobley, Ringwood

The advertisement sign is directed at road users on the A31, immediately prior to the junction with the minor road to Shobley. I am concerned with the potential risk to highway safety on two grounds.

- 1) The content of the proposed sign is over-crowded with detail, particularly including a web-site address which may encourage drivers to try to take note of the information while travelling at significant speed.
- 2) The sign would be very close to the minor road junction where more attention is required as other vehicles may be slowing to exit the trunk road or intending to join it eastbound. Distraction here is therefore liable to be particularly dangerous.

In consideration of these concerns I have to recommend refusal of the application on grounds of the risk to highway safety.

Yours sincerely,

Francis Porter, Development Control Officer

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