

OFFICERS REPORT

Application No: Y17/1098/SH

Location: Old Post Office Guesthouse 5 High Street Hythe Kent CT21 5AB

Proposal Advertisement consent for 1x non-illuminated projecting sign and 1x non-illuminated entrance sign

ASSESSMENT

Performance data:-

Date application valid: 15.01.2018

Applicable 8 week target date: 12.03.2018

Planning Performance Agreement (PPA) or Planning Extension Agreement (PEA)? N

If Yes, revised 8/13/16 week target date:

Is the application being determined after 26 weeks without a PPA or a PEA? N

SITE VISIT

Carried out site visit on 18.01.2018

The site and proposals were assessed from the public highway and the key features noted as set out in the report:

SITE

The application site is within the defined settlement boundary of Hythe, on Hythe High Street which is characterised predominantly by retail units. The building fronts the High Street but is on the corner plot, with the side of the building fronting Malthouse Hill.

The application property is a Bed & Breakfast accommodation which is situated within the Hythe, High Street & Vicinity Conservation Area. The site is also situated within land of archaeological potential.

HISTORY

Y03/0618/SH Change of use of part of the property to bed and breakfast accommodation. Approved with conditions.

Y04/0143/SH Retention of a new pedestrian access together with the erection of 0.5m black iron railings to existing ragstone bound. Approved with conditions

PROPOSAL

This application seeks retrospective advertisement consent for the display of 1x non-illuminated projecting sign and 1x non-illuminated entrance sign.

The non-illuminated projecting sign is constructed of metal and Perspex and displays the wording 'Old Post Office Boutique Guesthouse' in red and black on a white background. The sign is situated approximately 2.65 metres above the ground and is approximately 0.44m in height, 0.02m in depth and approximately 0.6m in width.

The non-illuminated entrance sign displays the wording 'Guesthouse Entrance' in black writing on a white board with a red border. This sign is situated approximately 3.15 metres from the ground and is approximately 0.26 metres in height, 0.025 metres in depth. This sign has been constructed with Perspex.

CONSULTATION RESPONSES

Kent Highway Services - no objection providing the projected sign has a minimum clearance of 2.6 metres above the footway / cycleway and is not projecting within 0.6 metres of the carriageway edge

Hythe Town Council - no objection

REPRESENTATIONS

None received

PUBLICITY

Neighbours notified by letter. Expiry 06.02.2018

Press notice. Expiry 15.02.2018

Site notice. Expiry 13.02.2018

RELEVANT POLICIES

Shepway District Local Plan Review saved policies: SD1 BE1 BE4

Shepway Core Strategy Local Plan: DSD

National Planning Policy Framework

National Planning Policy Guidance

APPRAISAL

The issues to be considered are amenity including visual amenity and the amenity impact on the Conservation Area and highway safety.

Amenity

It is considered that the alterations to the existing façade, as detailed above, due to being of a similar style and appearance to existing advertisements displayed on the property, are felt to not have a significantly detrimental impact on the appearance of the existing building or the surrounding area. The signs display the name of the Guesthouse and advertise where the entrance door is in red, black and white. As such it is considered that the signs are acceptable in terms of design, size and scale and as such have no adverse effect on the amenity of the area which is primarily characterised by retail units with advertisements in windows and other signage and would not result in a proliferation of adverts of this elevation.

Impact upon the Conservation Area

Policy BE4 of the Shepway District Local Plan Review requires the height, scale, form and materials of new development, to respect the character of Conservation Areas. The signs are situated to the front elevation of the building, with the property being situated at the end of the High Street which sees various advertisements in the shop front windows. As such, due to the small scale of the signs and being displayed within an area which has other advertisements, it is considered that the proposal would not have a significantly adverse impact upon the amenity of the Conservation Area and as such would be acceptable in this instance.

Highway safety

Kent Highways and Transportation have raised no objection to the proposal providing that the projecting sign has a minimum clearance distance of 2.6 metres above the footway/cycleway and does not project within 0.6 metres of the carriageway edge. The application form states that the projecting sign is situated approximately 2.65 metres above the ground that the

maximum projection of the advertisement from the face of the building is approximately 0.7m. The distance between the building and the edge of the carriageway is approximately 1.4 metres and as such this leaves a clearance distance of approximately 0.7 metres. As such the application is considered to be acceptable in terms of highway safety.

Overall it is considered that there is no conflict with policy and there is no reason why advertisement consent should be withheld.

RECOMMENDATION

In light of the above, it is considered the proposal is a sustainable development that complies with development plan policy and the NPPF and is therefore recommended for approval subject to conditions.

HUMAN RIGHTS

I have also taken into account the human rights issues relevant to this application. In my view, the Assessment section above and the Recommendation represents an appropriate balance between the interests and rights of the applicant (to enjoy his land subject only to reasonable and proportionate controls by a public authority) [and the interests and rights of those potentially affected by the proposal (to respect for private life and the home and peaceful enjoyment of their properties)] and the wider public interest.

Case Officer: I.Hills

Report and draft decision notice completed and passed to senior officer.

Name: I.Hills Position: Trainee Planning Officer Date: 07.03.2018

Report and draft decision notice amended (if appropriate)

Name: Position: Date:

Senior Officer

Report not agreed. Details of further work required as follows:

Name: Position: Date:

Report and draft decision notice agreed and file passed to admin to issue decision.

Name: C Dethier Position: DM Team Leader Date: 9/3/18