

Officer Report

Application No.	24/0140/FH
Site Address	80 High Street, Hythe, CT21 5AJ
Officer Name	Lizzy Nash
Proposal	Advertisement consent to replace 1No projecting hanging sign, 1No fascia, 1No logo & 1No ATM tablet

Recommendation

Report Number	RD-434122
Recommended Decision	Recommended to be Approve with Conditions
Recommendation Date	26 March 2024

Report

Site

The application site is an end of terrace shop occupied by Nationwide. The building has a parapet to the front with a hipped roof with a small flat roofed dormer behind it. Two large sash windows sit above the traditionally detailed shop front. The proposal building is located within Hythe High Street and the existing fascia sign appears to be non-illuminated. The building is located within Hythe High Street and vicinity conservation area.

Relevant Site History

Y19/0023/FH – Display of x1 internally illuminated fascia sign, x1 externally illuminated hanging sign, x1 internally-illuminated halo tablet sign and x4 internal hanging signs – Refused

Y02/0338/SH – Display of replacement ATM cash machine surround sign – Approved with Conditions

91/0272/SH – Display of non-illuminated fascia and projecting signs – Approved with Conditions

91/1033/SH – Installation of a cash dispenser – Approved with Conditions

SH/81/285 – Display of fascia sign – Approved

SH/81/284 – Erection of hanging sign – Approved

SH/74/594 – Illuminated fascia/projecting sign – Approved with Conditions

SH/74/589 - C/U to office/new shop front - Refused

CH/4/73/222/ - D2050- C/U to Banking Hall/Offices - Approved with Conditions

Proposal

The application seeks permission for the erection of one replacement hanging sign with the retention of the existing bracket, one replacement fascia sign, one replacement ATM tablet and decals and the re-painting of the existing bracket and fascia in blue with the addition of a grey post box number and the decorating of the shopfront to match the existing.

The proposed replacement fascia sign would be externally illuminated to a luminance level of 250 cdm-2 with a blue background with white lettering with a red logo that are a maximum of 18.5cm tall lettering, the overall dimensions would match that of the existing fascia sign. Materially the fascia board would consist of formed aluminium with a prospects and acrylic logo and lettering.

Similarly, the proposed replacement ATM tablet would be non-illuminated and match the existing dimensions of the existing ATM tablet, with a blue background and white lettering and red logo at a maximum height of 0.06m for the lettering.

The proposed replacement hanging sign would be slightly smaller than the existing with a height and width of 0.5m and a depth of 0.09m projecting from the elevation of the building by 0.65m. The sign would have a red logo on a blue background with a height of 0.3m. It would be located 4.27m above ground level.

Consultation Responses

Consultation responses are available in full on the planning file.

Hythe Town Council – No Objection

KCC Highways – No Objection

Representations

No representations received.

Publicity

Neighbours notified by letter. Expiry: 07/03/2024

Site Notice. Expiry: 07/03/2024

Press advert. Displayed: 20/03/2024

Relevant Policies

The NPPF: paragraph 141

Places and Policies Local Plan (2020):

RL9 (Design and Illumination of Advertisements)

Appraisal

Advertisement should be subject to control only in the interest of amenity and safety, considering cumulative impacts. Paragraph 141 of the NPPF recognises that poor adverts can have a detrimental impact on their surroundings.

Visual amenity and Impact on Conservation Area

The proposed signage would replace existing advertising to the front of the building and would be of a similar appearance. The replacement logo to the front fascia and hanging sign would be of simplified design with the brand colours of red and blue with white text. The fascia, Hanging sign and ATM would be of a similar size and scale and are therefore considered to be an appropriate replacement to the existing signage.

The proposal is within conservation area and therefore the impact that the proposal would have on this needs to be considered. Due to the proposed signs replacing the existing signage to the front of the building and being of a similar form and appearance, it is considered that the proposal would not have a significant adverse impact on the conservation area character or appearance.

Furthermore, it is not uncharacteristic for illuminated signage to be found within a town centre location such as this. The surrounding buildings feature external lighting sources only and to reflect

the conservation area the proposal would also have an externally illuminated fascia sign. This would have a proposed luminance level of 250 luminance (cdm-2) and is considered to be acceptable for a town centre location and would not result in harm to the amenity of the surrounding area. A condition will be imposed in the event of approval requiring the luminance of the site to be no greater than 250 cdm-2 in the interest of highway safety and amenity.

Highways safety

With regard to highway safety, KCC highways has been consulted and have raised no objection to the proposal and it is therefore not considered the advertisement would result in harm to highway safety.

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.

Public Sector Equality Duty

In determining this application, regard has been had to the Public Sector Equality Duty (PSED) as set down in section 149 of the Equality Act 2010, in particular with regard to the need to:

- Eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it. It is considered that the application proposals would not undermine objectives of the Duty.

It is considered that the application proposals would not conflict with objectives of the Duty.

Duty to Cooperate

In accordance with paragraph 38 of the National Planning Policy Framework (NPPF), February 2019 the Council takes a positive and proactive approach to development proposals focused on solutions. We work with applicants/agents in a positive and creative way by offering a pre-application advice service and, where possible, suggesting solutions to secure a successful outcome and as appropriate, updating applicants / agents of any issues that may arise in the processing of their application.

Recommendation

Taking the above into account, it is considered that the proposal is a sustainable development which complies with the development plan policy and the NPPF, and is therefore recommended for approval, subject to conditions.

Recommended Conditions (3)

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.

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.

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.

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.

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 comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2

The advertisement hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted drawings:

Location Plan (Received: 30/01/2024)

Application Form (Received: 30/01/2024)

External ATM (Received: 30/01/2024)

500mm Nationwide Non-Illuminated External Heritage Projecting Hanging Sign
(Received: 30/01/2024)

PR-00-E1 Rev B Proposed External Front Elevation (Received: 11/03/2024)

Reason: For the avoidance of doubt and in order to ensure the satisfactory implementation of the advertisement in accordance with the aims of the Places and Policies Local Plan.

3

The maximum luminance of the illuminated areas shall not exceed 250 cd/m² as stated within the application form dated 30/01/2024.

Reason: In the interest of highway safety and amenity.