

Application Number	17/01598/AS
Location	Tenterden Museum, Station Road, Tenterden, Kent, TN30 6HN
Grid Reference	88185/22203
Parish Council	Tenterden
Ward	Tenterden North
Application Description	Removal of existing signage and replacement with stove enamel with framing comprising 2no. non illuminated name boards and 1no. non illuminated decorative crest
Applicant	Victoria Couper, Ashford Borough Council, Civic Centre, Tannery Lane, Ashford, TN23 1PL
Agent	As above
Site Area	0.21 ha

(a) 20 / - (b) TC / S (c) KH&T / -

Introduction

1. This application is reported to the Planning Committee because the applicant is Ashford Borough Council.

Site and Surroundings

2. The application site is a Grade II listed former industrial building, now used as a railway museum, located to the rear of the High Street within the Tenterden Conservation Area. The timber signage currently on the building is in disrepair and is subject to advertisement consent and Listed Building consent granted in 2012 (12/00498/AS and 12/00496/AS).
3. A site location plan is shown as an appendix to this report and below:

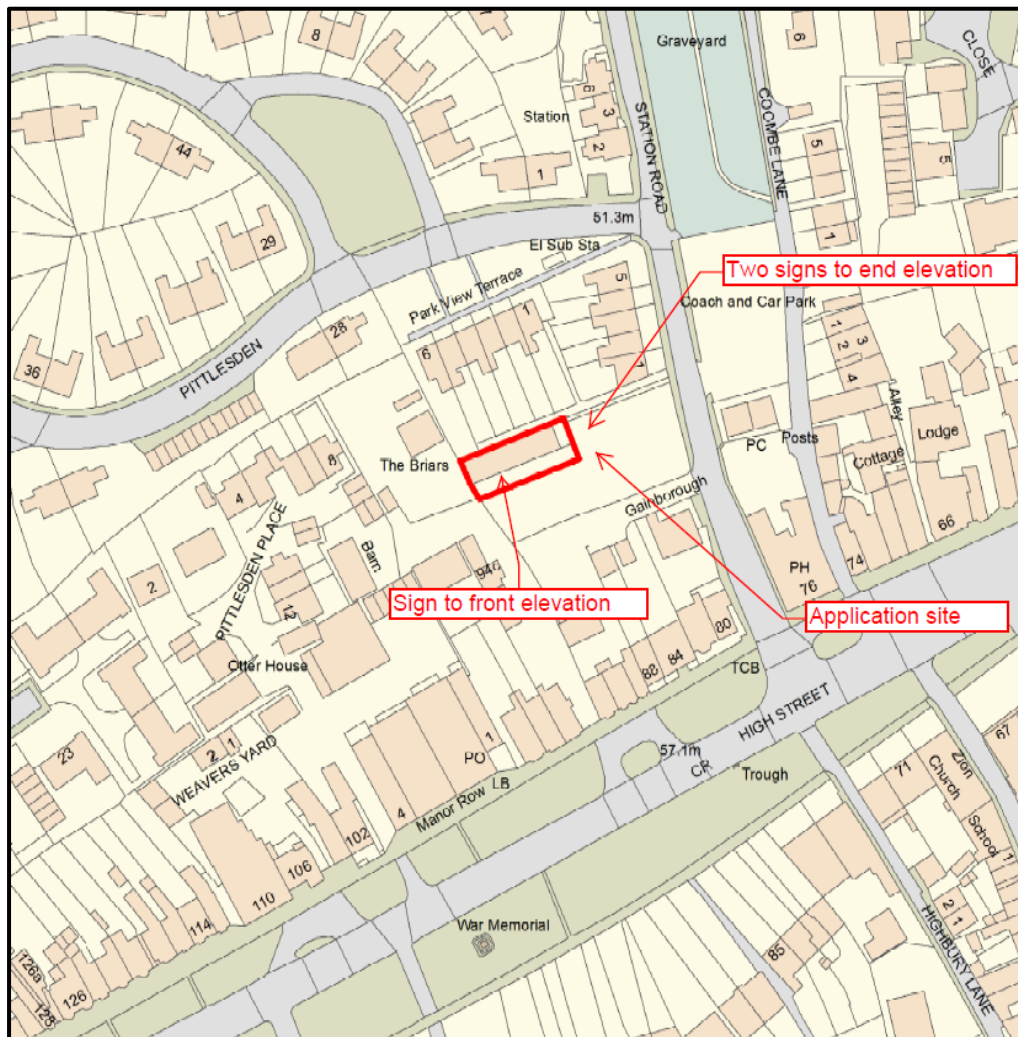


Figure 1 Site Location Plan

Proposal

4. This is an advertisement consent application for 3 no. non-illuminated fascia signs to the subject building. 2no. signs would be name boards and 1no. sign would be a decorative crest sign. A separate Listed Building consent application runs alongside this submission (17/01628/AS) and follows on the agenda.
5. 1no. name board would be located to the front (south elevation) and the other signs would be located to the side (eastern elevation). The signage would be like for like replacements for the existing timber signs in terms of siting, dimensions and design. The existing signs are timber and in a poor state of repair and it is proposed to replace these with signage made of stove enamel which is a more robust material and will ensure their longevity.
6. To the eastern elevation, the crest sign would be 1m high by 0.8m wide and the name board would be 0.7m high by 3m wide. To the southern elevation, the name board would as well be 0.7m high by 3m wide.



Figure 2 Proposed South and East Elevations

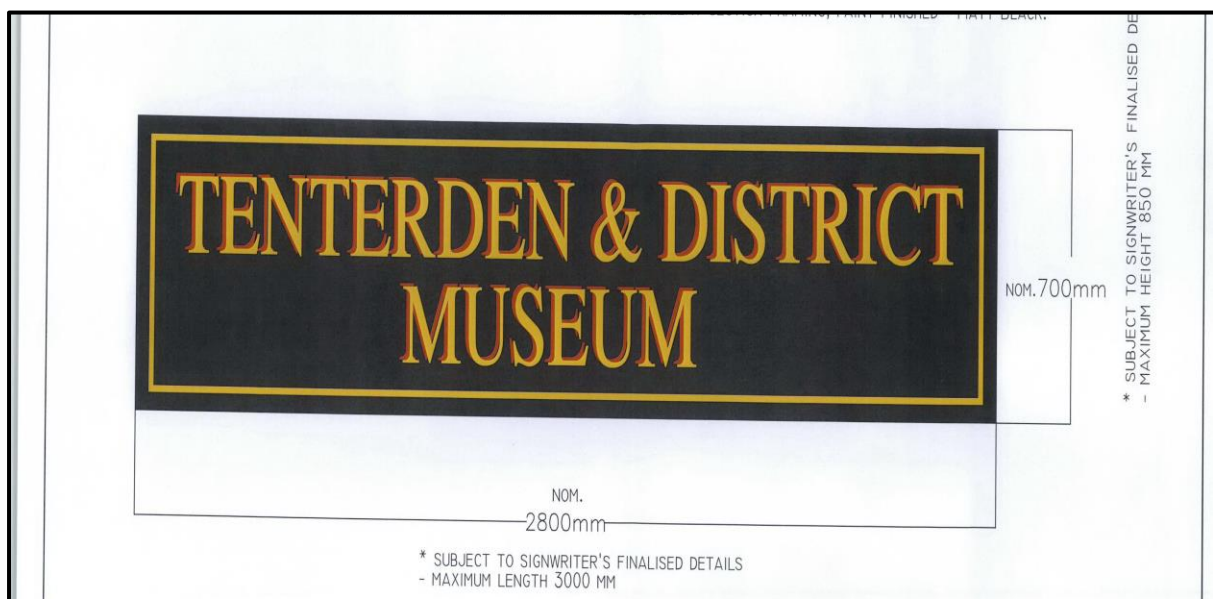


Figure 3 Proposed signage to side and front elevation

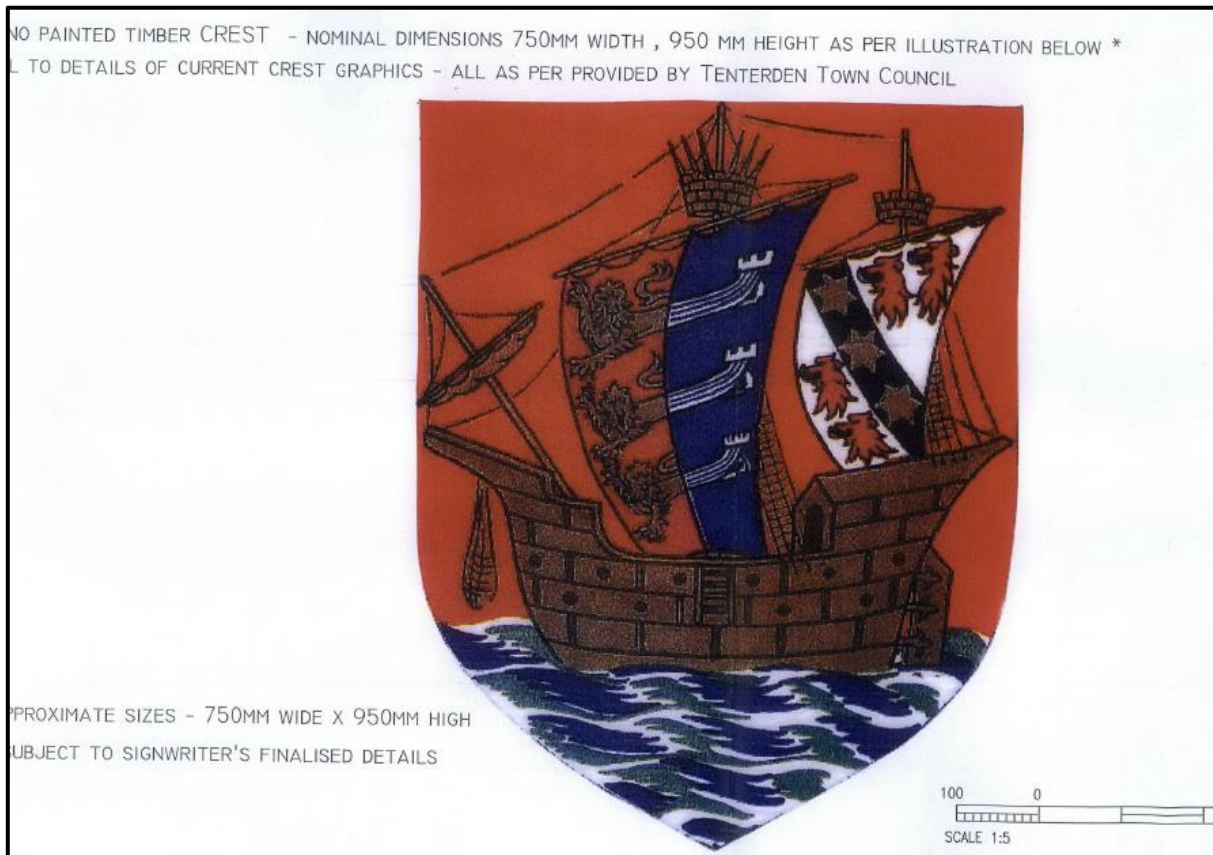


Figure 4 Crest sign to south elevation

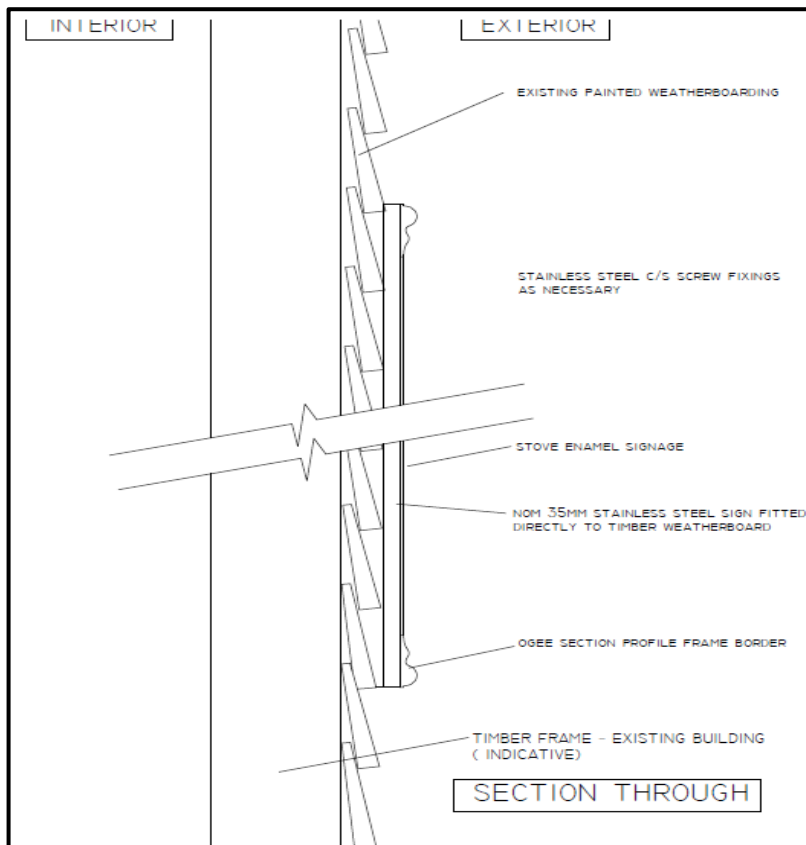


Figure 5 Fixing detail

Planning History

12/00496/AS – Listed Building Consent - Removal of existing temporary external signage and replacement with timber painted signage comprising 2 name boards and 1 decorative crest

12/00498/AS – Advertisement Consent - Removal of existing temporary signage and replacement with hand painted signs, comprising 2 name boards and 1 decorative crest

17/01628/AS – Listed Building Consent - Removal of existing signage and replacement with stove enamel with framing comprising 2no. non illuminated name boards & 1no. non illuminated decorative crest

Consultations

Ward Member: Is a Member of the Planning Committee

Town Council: Support

KCC Highways and Transportation: No highway implications.

Neighbours: 20 Neighbours consulted; no representations received.

Planning Policy

7. The Development Plan comprises the saved policies in the adopted Ashford Borough Local Plan 2000, the adopted LDF Core Strategy 2008, the adopted Ashford Town Centre Action Area Plan 2010, the Tenterden & Rural Sites DPD 2010, the Urban Sites and Infrastructure DPD 2012, the Chilmington Green AAP 2013, the Wye Neighbourhood Plan 2015-30 and the Pluckley Neighbourhood Plan 2016-30. On 9 June 2016 the Council approved a consultation version of the Local Plan to 2030. Consultation commenced on 15 June 2016 and closed after 8 weeks. Proposed 'Main Changes' to the draft Local Plan were approved for further consultation by the Council on 15 June 2017 and consultation has now ended. The plan has now been submitted for examination which is likely to take place later this year. As such the policies can now be afforded limited weight.
8. The relevant policies from the Development Plan relating to this application are as follows:-

Ashford Borough Local Plan 2000

GP10 – Conserving and enhancing Tenterden's special character

EN16 – Development in Conservation Areas

Local Development Framework Core Strategy 2008

CS1 – Guiding Principles

Tenterden and Rural Sites DPD 2010

TRS17 – Landscape Character and Design

Ashford Local Plan to 2030

SP1 – Strategic Objectives

SP6 – Promoting High Quality Design

ENV13 – Conservation and Enhancement of Heritage Assets

ENV14 – Conservation Areas

9. The following are also material to the determination of this application:-

Supplementary Planning Guidance/Documents

Shopfronts and Advertisements in Historic Towns

Tenterden Shopfront and Advertisement Guidance

Government Advice

National Planning Policy Framework (NPPF) 2012

10. Members should note that the determination must be made in accordance with the Development Plan unless material considerations indicate otherwise. A significant material consideration is the National Planning Policy Framework (NPPF). The NPPF says that less weight should be given to the policies above if they are in conflict with the NPPF. The following sections of the NPPF are relevant to this application:-
11. Para 67 Section 7 – States that “Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.” It goes on to say that: “Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.
12. Para. 126 - Desirability in sustaining and enhancing the significance of heritage assets and the historic environment.

National Planning Policy Guidance (NPPG)

Assessment

Visual Amenity/Heritage

13. The Town & Country Planning (Control of Advertisements) Regulations 2007 along with the NPPF/NPPG require that the local planning authority control the display of advertisements in the interests of amenity and public safety, whilst taking into account the requirements of the development.
14. In accordance with sections 66(1) and 72 (1) of the Planning (Listed Building and Conservation Areas) Act 1990 the Local Planning Authority has a duty to ensure that the special interest of the listed building is preserved and that the character and appearance of the conservation area is preserved or enhanced respectively.
15. The NPPF recognises that poorly placed advertisements can have a negative impact on the appearance of the built environment. The Council's SPG entitled 'Tenterden Shopfronts and Advertisement Guidance' seeks to ensure that any new advertisement signage proposed within the Tenterden High Street is traditional in its design, form and materials and respects the character of the Tenterden Conservation Area.
16. The size and positioning of the signage is very similar to that previously approved in 2012. The signs are well designed and again almost identical to the existing. The stove enamel material is a high quality and durable material compared to the existing timber signs which have deteriorated relatively quickly and will ensure that the new signage wears well and maintain a high quality appearance.
17. Given the above, I consider that the development would preserve the special character and interest of this listed building and the conservation area. It would be acceptable in visual amenity terms.

Highway Safety

18. Given that the new signage is not illuminated and involves like for like replacement of the existing, combined with the fact that it is set back within the site and away from the highway to the east, I consider that it will not result in any harm in terms of highway safety / public safety.

Human Rights Issues

19. I have also taken into account the human rights issues relevant to this application. In my view, the “Assessment” section above and the Recommendation below represent an appropriate balance between the interests and rights of the applicant (to enjoy their 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).

Working with the applicant

20. In accordance with paragraphs 186 and 187 of the NPPF, Ashford Borough Council (ABC) takes a positive and proactive approach to development proposals focused on solutions. ABC works with applicants/agents in a positive and proactive manner as explained in the note to the applicant included in the recommendation below.

Conclusion

21. The advertisements do not result in any harm to the visual amenity of the area and preserve the special character and interest of the heritage assets. They raise no issues in respect of highway safety / public safety and therefore I recommend that consent is granted.

Recommendation

Grant Consent

Conditions on grant:

1. a) 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.
- b) No advertisement shall be sited or displayed so as to -:
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

c) 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.

d) 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.

e) Where an advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

f) This consent expires at the end of 5 years from the date of this consent or the completion of the development whichever is the sooner.

Informative

21. It is the responsibility of the applicant to ensure that all necessary highway approvals and consents where required are obtained and that the limits of the highway boundary are clearly established in order to avoid any enforcement action being taken by the Highway Authority.

Note to Applicant

1. Working with the Applicant

In accordance with paragraphs 186 and 187 of the NPPF Ashford Borough Council (ABC) takes a positive and proactive approach to development proposals focused on solutions. ABC works with applicants/agents in a positive and proactive manner by;

- offering a pre-application advice service,
- as appropriate updating applicants/agents of any issues that may arise in the processing of their application
- where possible suggesting solutions to secure a successful outcome,
- informing applicants/agents of any likely recommendation of refusal prior to a decision and,
- by adhering to the requirements of the Development Management Customer Charter.

In this instance.

- the application was acceptable as submitted and no further assistance was required.

The application was considered by the Planning Committee where the applicant/agent had the opportunity to speak to the committee and promote the application.

Background Papers

All papers referred to in this report are currently published on the Ashford Borough Council web site (www.ashford.gov.uk). Those papers relating specifically to this application may be found on the [View applications on line](#) pages under planning application reference 17/01598/AS.

Contact Officer: Thijs Bax

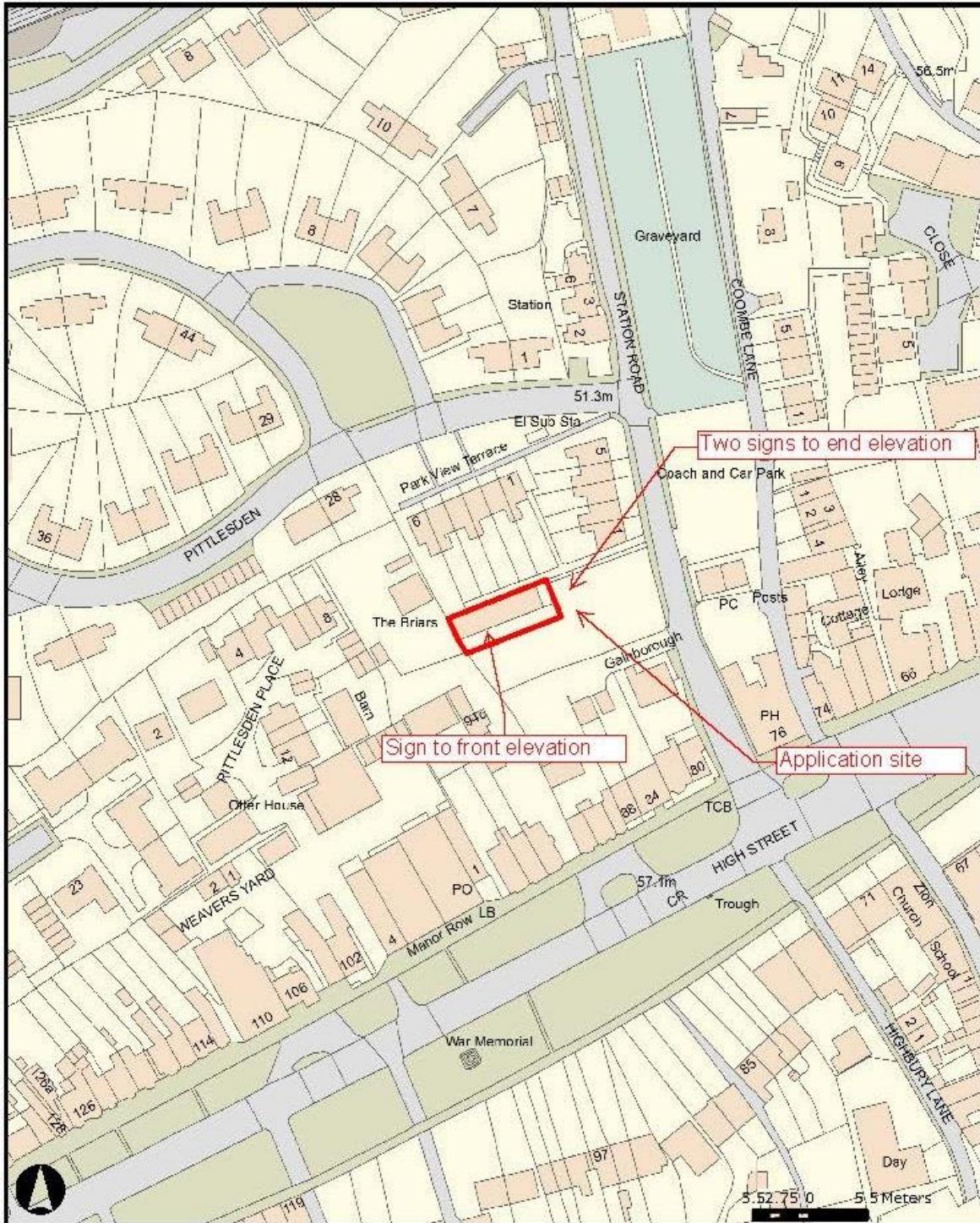
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Annex 1



Ashford Borough Council



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