

Application Number	17/01628/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) -

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:

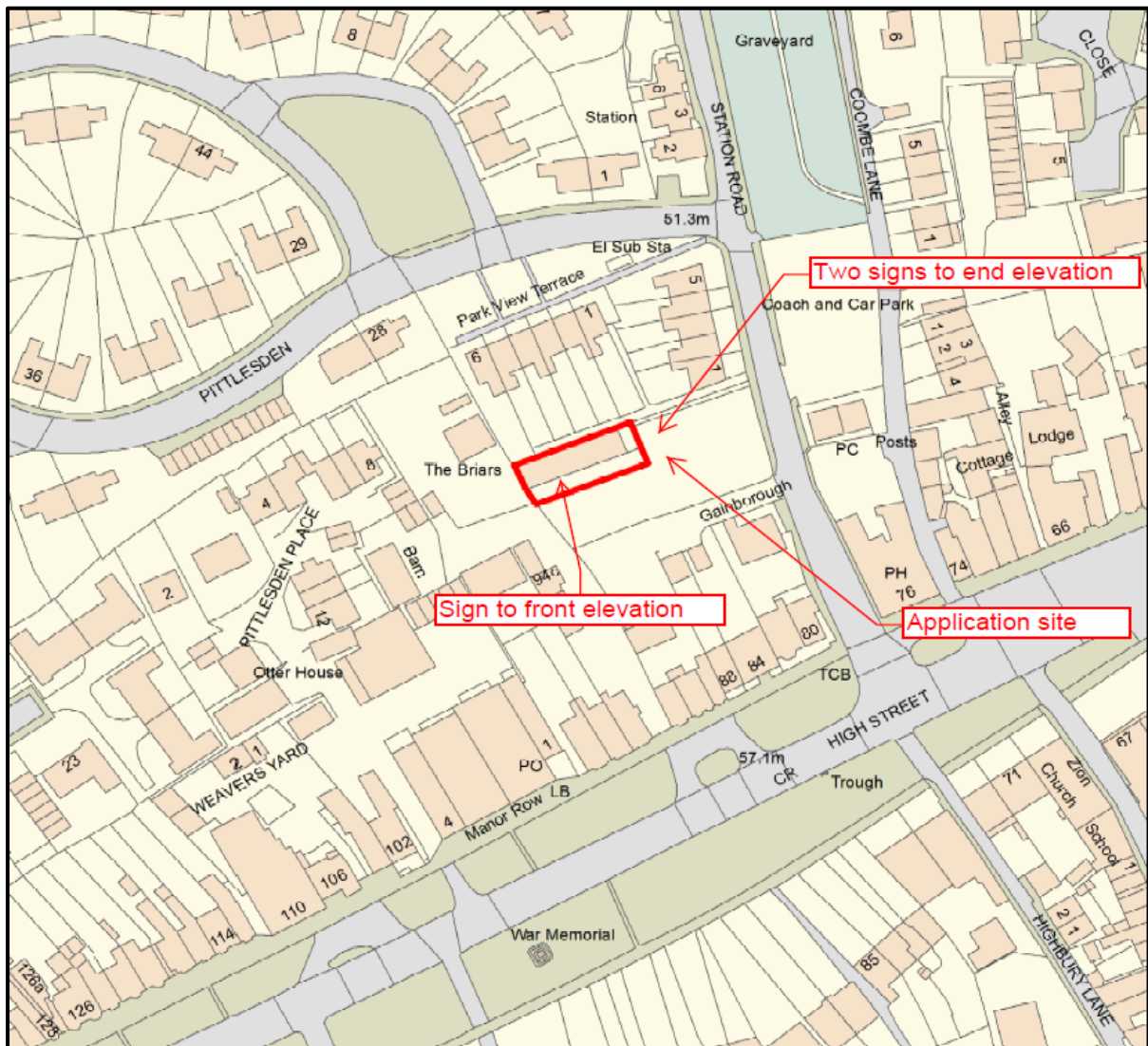


Figure 1 Site Location Plan

Proposal

4. This is a Listed Building 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 Advertisement consent application runs alongside this submission (17/01598/AS).
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 boards would be 0.7m high by 3m wide.



Figure 2 Proposed South and East Elevations

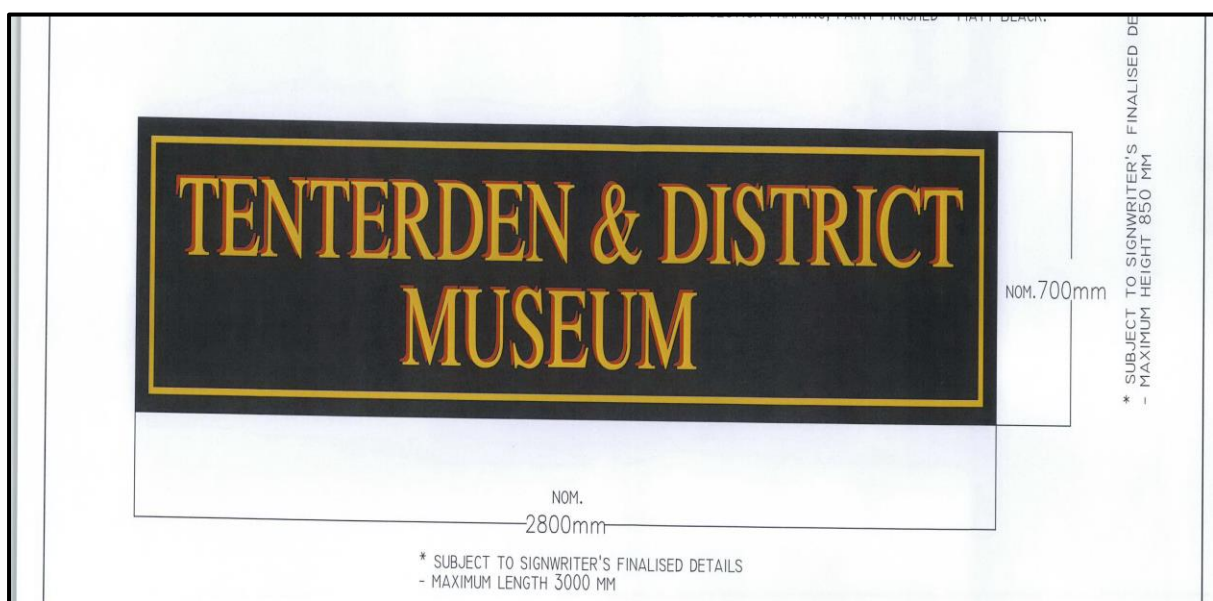


Figure 3 Proposed signage to side and front elevation

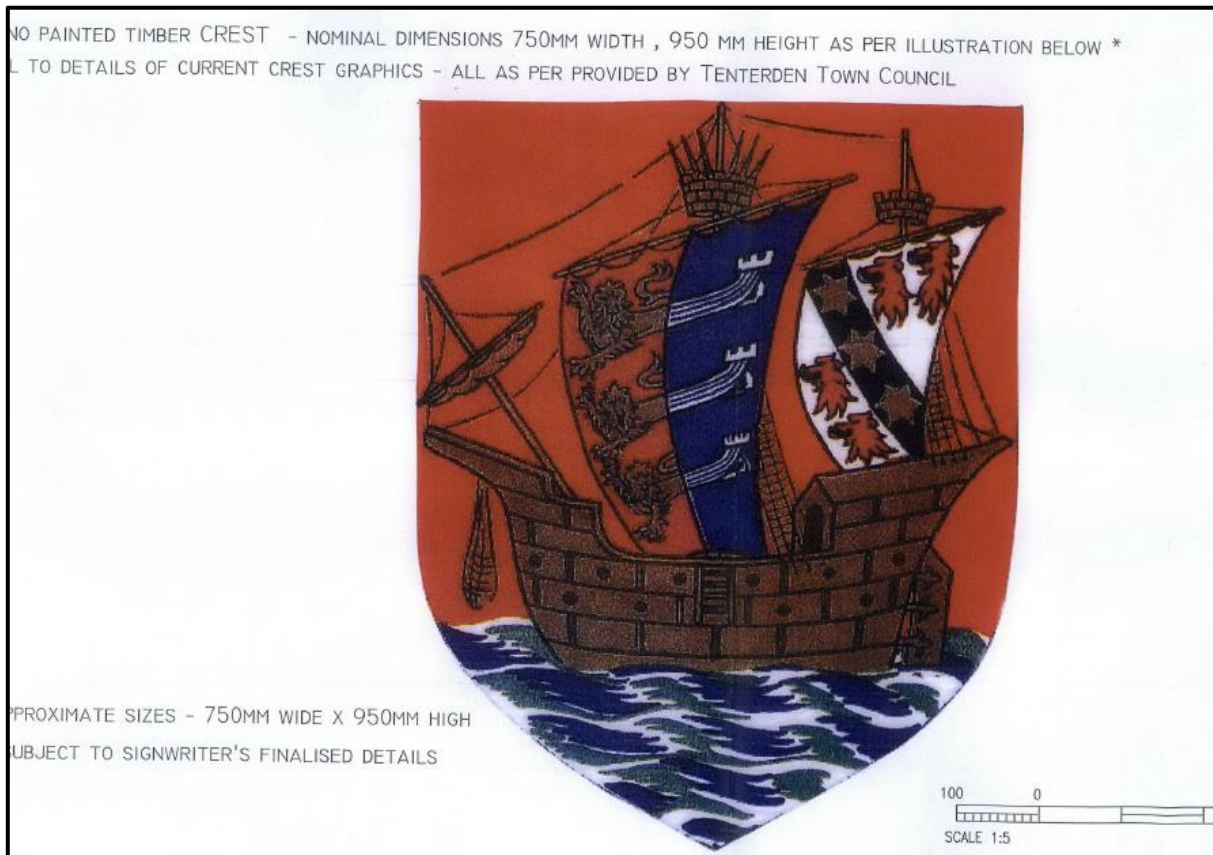


Figure 4 Crest sign to south elevation

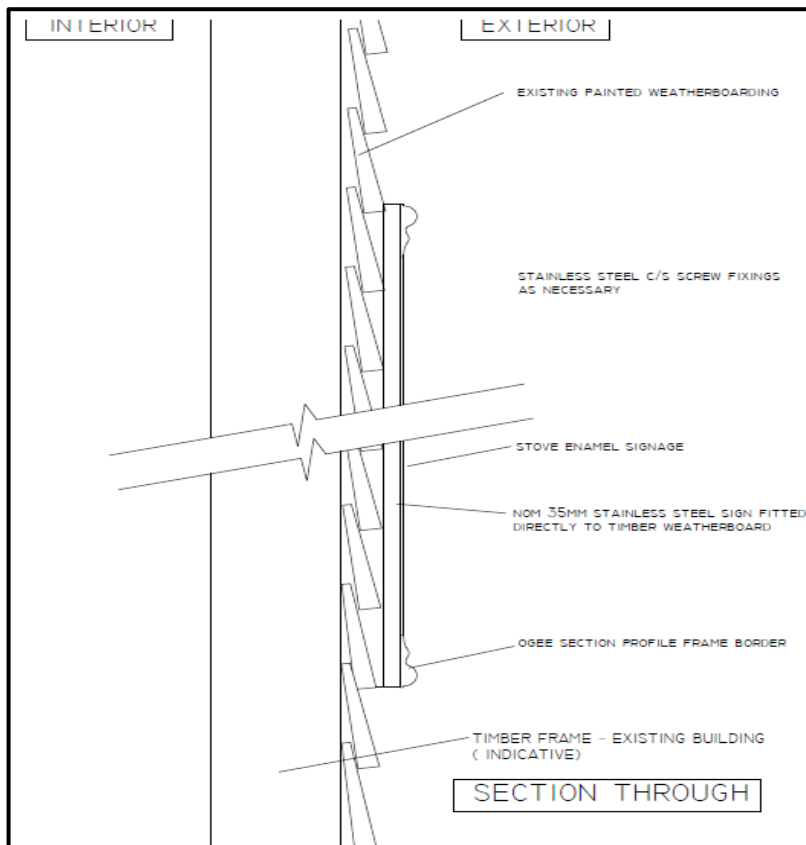


Figure 5 Fixing detail

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

12/004898/AS – Advertisement Consent - Removal of existing temporary signage and replacement with hand painted signs, comprising 2 name boards and 1 decorative crest

17/01598/AS – Advertisement 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 Members: Is a Member of the Planning Committee

Town Council: Support

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:-

Local Development Framework Core Strategy 2008

CS1 – Guiding Principles

Ashford Local Plan to 2030

SP1 – Strategic Objectives

ENV13 – Conservation and Enhancement of Heritage Assets

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

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. 17 – Conservation of heritage assets proportionate to their significance.
12. Para. 126 - Desirability in sustaining and enhancing the significance of heritage assets and the historic environment.

National Planning Policy Guidance (NPPG)

Assessment

Impact on the character, appearance, interest and significance of the listed building

13. Section 16 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the Local Planning Authority in considering whether to grant listed building consent to have special regard to the desirability of preserving the building or its setting. The NPPF and adopted and emerging development plan policies conform to this statutory requirement.
14. The Building is Grade II Listed; the building was a former industrial building to the rear of the high street, where its use (evidential value) as well as its traditional design and form (aesthetic value) with timber boarding contribute to its significance.
15. The size and positioning of the signage is very similar to that previously approved in 2012 and the simple design for the name boards and decorative crest, together with the use of stove enamel material and non-illumination, is entirely appropriate for and sympathetic to the character, appearance and

interest of the listed building. The fixing of the proposed signage to the building would not be invasive or result in unacceptable damage to the fabric of the building being fixed directly onto the weatherboarding in a similar way to the existing.

16. Given the above the proposal would not give rise to any harm to the significance of the listed building and therefore fully accords with statute, the NPPF and adopted and emerging development plan policies.

Human Rights Issues

17. 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

18. 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

19. The advertisements do not result in any harm to the character and appearance or features of special interest of the listed building and I therefore recommend that consent is granted.

Recommendation

Grant Consent

Conditions on grant:

1. The development to which this consent relates shall be begun before the expiration of 3 years from the date of this decision.

Reason: To comply with the requirements of Section 18 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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 17/01628/AS.

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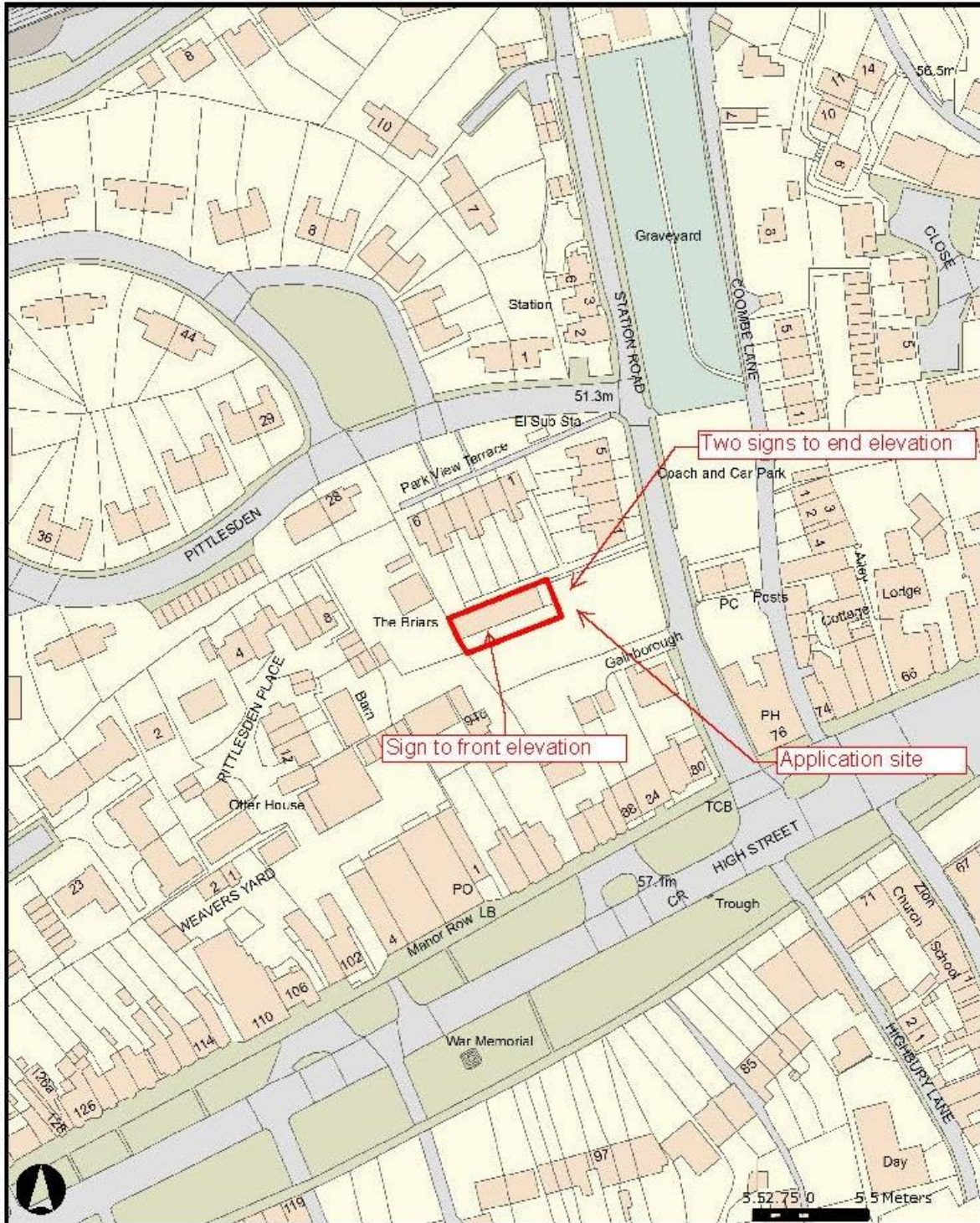
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Annex 1



Ashford Borough Council



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