

Application Number: 20/10770 Advertisement Consent

Site: HUBERT LODGE, 2 SOUTH STREET, HYTHE SO45 6GS

Development: Display 2 x monolith boards; 4 x Hanging B&B style signs; 2 x adverts placed on railings; 1 x Welcome Sign; 1 x Welcome Centre Entrance sign for a 2 year period or when all units are let/sold whichever is the sooner. (Application for Advertisement Consent)

Applicant: Churchill Retirement Living

Agent: Planning Issues Ltd

Target Date: 15/09/2020

Case Officer: Judith Garrity

Extension Date: 15/01/2021

1 SUMMARY OF THE MAIN ISSUES

This application is for advertisement consent so the only issues that can be considered are:-

- 1) Impact on visual amenity
- 2) Impact on public safety.

This matter is before the Planning Committee due to a contrary Parish Council view.

2 SITE DESCRIPTION

This application site is a prominently located on the corner of St John's Street and South Street in the centre of Hythe, with vehicular access onto South Street. The site extends to the rear of dwellings at 8, 8A and 10 South Street. It is bounded on its north-eastern side by St John's Street and on its north-western side by Lidl supermarket and its associated car park.

The site abuts the Hythe Conservation Area on its north-eastern, south-eastern and south-western sides, with a small area of the site being within the Conservation Area. A group of buildings opposite the corner of the site (37-44 Sir Christopher Court and 1-3 Shore Road) are Grade II Listed buildings.

3 PROPOSED DEVELOPMENT

This application seeks Advertisement Consent to display 2 x monolith boards; 4 x Hanging B&B style signs; 2 x adverts placed on railings; 1 x Welcome Sign; and 1 x Welcome Centre Entrance sign.

All of the signs would be non illuminated.

The consent is sought for a 2 year period or when all of the units are let or sold whichever is the sooner. The proposed signs are as follows:-

The monolith boards (sign 9) would be located on the corner of the site. It is V shaped and would be 5 m high overall. Each of the two signage boards would be 4000 x 1854 mm in size.

The hanging B & B signs (signs 6, 7 & 8) would each be mounted on a sign post of an overall height of 2.7m with the sign being 815mm x 610 mm in size. There would be 2 located each on the South Street and St Johns Street frontages.

The advert boards on the railing (signs 4 & 5) would be on each of the South Street and St Johns Street frontages. These signs would be 1490 x 450mm in size

The Welcome sign (sign 2) would be located adjacent to the entrance on the South Street frontage. The sign would be 2.2 m high overall with the signage board 1200mm high and 1000 mm wide.

The Welcome entrance sign (sign 1) is already in place and attached to the building on the South Street elevation. The sign is 420mm x 297 mm in size.

The originally submitted scheme has been revised to omit one welcome sign on the railings (sign 3) 2 adverts placed on railings (Signs 4 & 5) and 2 flags on poles of 4.6 m high on each frontage (sign A) .

4 PLANNING HISTORY

16/11639 - 1 block of 36 sheltered apartments; communal facilities; access; parking and landscaping - Granted 11 May 2017.

17/11646 – 1 block of 43 retirement apartments; communal facilities; access; parking and landscaping. Refused. 14/03/2018. Appeal Allowed. 2nd April 2019.

18/10307 Use as 9 residential flats; associated external alterations; parking; landscaping. Granted 15th October 2018.

19/10070 Variation of Condition 2 of Planning Permission 17/10943 to allow amended plans AD_115, AD_110, PR-011 & AD_100 to allow a new electricity sub station. Granted 15th October 2019.

19/10880 - Variation of condition 2 of planning permission 17/11646 to allow alterations to doors; windows; porches; balconies; smoke vent; brick pier support to undercroft parking; buggy store; path; 2 single dormer windows on south east elevation. Granted 12th February 2020.

19/10949 - Display of 11 no. outdoor signs consisting of pictures, logos and text over 38 hoarding panels (Application for Advertisement Consent). Withdrawn on 11th February 2020.

20/10199 - Provision of 4 car parking spaces in relation to development of Hubert Lodge, 2 South Street Granted 5th May 2020.

20/10139- 1 x Site Safety Hoarding with text advertisement (Application for Advertisement Consent) Granted 22nd May 2020. These advertisements were required to be removed within 3 months of the completion of the development or by 31st August 2021, whichever is the sooner date.

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

Local Plan Part 2: Sites and Development Management 2014

DM1: Heritage and Conservation

Hythe and Dibden Neighbourhood Plan

Policy D1

Policy D3

Supplementary Planning Guidance And Documents

SPG - Hythe - A Conservation Area Appraisal

6 PARISH / TOWN COUNCIL COMMENTS

Hythe & Dibden Parish Council

Original Comment:

Comment: PAR 4: Recommend REFUSAL for the following reasons:

- 1) The signs, especially number 9, are bulky, out of keeping and will have a negative impact on the street scene.
- 2) The Council are concerned about the amount of advertising so close to an important Conservation Area and note that there is no timescale for removing any advertising, which will have a negative impact on neighbouring properties.
- 3) The larger signs, in particular, will be a significant distraction to drivers on a busy and dangerous junction which is also an access into the village centre for cyclists and pedestrians.
- 4) In a built up area with smaller roads and spaces, such advertising is more overbearing than other sites so needs to be reflective of the wider street scene. The Council does not feel the application reflects this concern.

Revised Comment:

Comment: PAR 4: Recommend REFUSAL.

While noting the changes made since the previous application, the Committee still considered this application for advertising is not suitable for this site. The previous concerns raised have not been suitably addressed overall. The signs remain bulky and overbearing and continue to be an unnecessary intrusion on the street scene and in particular the neighbours next door and opposite the site, who have been notably impacted by this development. There is also continued frustration from the local residents, who are against this proposals, at what has been allowed and what has now been proposed.

The advertising proposed is still considered to be a significant distraction for this site for motorists driving down this road which has seen a recent notable accident. It is a very well used route to the village centre as well as being impacted by parking issues on both sides and a very tight and dangerous junction with St Johns Street. For such a compact location, any advertising will be overtly significant and with pedestrians, cyclists and motorists using this access throughout the day the Committee feels that signage could be a distraction that may lead to a serious incident.

The two year time period is also too long for the impact on the street scene, neighbouring properties and the overall location on the edge of an important conservation area. If this site is to feel part of the street scene, maintaining unattractive and large advertising contradicts this. It is not necessary for this types of advertising or such a significant period of time, especially on such a compact area of the village. A period of six months after development would be more sympathetic.

Overall the Committee fully objects to this advertising on this site due to the points raised and welcome NFDC to object to this application on such grounds.

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

HCC Highways: No objection (to original signage proposed)

Conservation Officer : No objection. Clarification of the time period for the display and the reduction in signage around the site has overcome previous concerns.

9 REPRESENTATIONS RECEIVED

The following is a summary of the representations received.

Against: 3

- previous flags, signs and hoarding were erected without permission;
- excessive noise during construction period and impact on parking;
- impact on conservation area and locality;
- traffic hazard at junction;
- distraction for motorist and signs could cause accidents to traffic and pedestrians;
- welcome sign already erected;
- time period should be limited to 6 months;
- Lidl was not allowed as much signage; and signage not safe in bad weather

10 PLANNING ASSESSMENT

As this application seeks advertisement consent the only issues that can be taken into consideration are visual amenity and public safety.

Impact on visual amenity

Consideration of visual amenity of the proposed signage on the area includes any impact on the character and appearance of the Hythe Conservation Area and the setting of any listed buildings within the area.

Policy ENV3 of the Local Plan Part 1 Strategy seeks to ensure that all new development is appropriate and sympathetic to its setting. The site is located adjacent to the Hythe Conservation Area and close to a number of Listed Buildings. Policy DM1 of Development Plan Part II relates to the heritage impacts of development proposals and seek to protect the character of conservation areas.

As a result of the location of the site, the statutory duties imposed by Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and Section 72 (1) of the Planning Act (Listed Buildings and Conservation Areas) Act 1990 are engaged, their objective being to preserve the setting of listed buildings and the character or appearance of the Conservation Area.

The proposed signage would consist of various non illuminated signs to advertise and market the approved development which is currently under construction. The signage would be positioned along the frontage of the site. It is reasonable to expect signage to market a new development on a temporary basis. However the signage needs to preserve the character and appearance of the Conservation Area and the setting of listed buildings.

The monolith sign which consists of a V shape sign made up of 2 boards are the most prominent of the advertisements proposed. These V shape sign would be located on the corner of South Street and St Johns Street and would be a V shape so the sign would be seen when approaching from both directions. This sign would be located a maximum of 2 m forward of the new building at this point and would not be any further forward than the angled frontage of the approved building onto St Johns Street. Furthermore the signage would be seen against the backdrop of the 2 /3 storey building. The V Shaped sign is therefore considered to be of an appropriate scale. Given its relationship to the existing building the V shaped sign would not appear overly prominent within the street scene.

The size of the signs proposed, their design, height, and location relative to the street frontage, together with their lack of illumination would not have a detrimental impact on the visual amenity of the site within the street scene nor the character and appearance of the Conservation Area and would preserve the setting of listed buildings. The proposed signage would not appear harmfully intrusive, having regard to their temporary nature.

The period of time that the signage to be displayed would be limited to 2 years or when the last unit is let or sold whichever is the earlier date. This is considered to be a reasonable and realistic period to allow for the effective marketing of the development. It is not of an excessive length of time and can be controlled by condition.

Therefore, the proposed advertisements would not cause demonstrable harm to the visual amenities of the area and would protect the character and appearance of the Hythe Conservation Area and the heritage assets located within it, and in particular listed buildings located near the application site.

Impact upon public safety.

The Highway Authority have raised no objection to the signage proposed as originally submitted. They were not re-consulted on the revised signage proposals which removed 3 signs on railing and 2 flags.

The proposed signs would be located alongside the frontage of St Johns Street and South Street. The proposed signs would not be illuminated and so driver distraction would be minimised such that there would be no adverse effect on public safety nor would the signs proposed prejudice highway or pedestrian safety.

11 OTHER CONSIDERATIONS

The following comments are made in response to the matters raised by third parties that are not covered in the planning assessment set out above.

Any excessive noise during the construction period and impact on parking is not a matter for consideration as part of this advertisement consent.

A 6 month period for display of the signage as suggested by the Parish Council is considered to be unreasonably restrictive as it is not a realistic time period to market the development and sell the units.

It is acknowledged that the welcome sign is already erected. This is a small sign on the building and the fact that consent for this one sign may be sought in retrospect is not a reason to refuse advertisement consent in itself.

The signage erected will need to meet safety standards. Standard condition 2 requires any structure used for the purpose of displaying advertisements to be maintained in a safe condition.

Each case is considered on its own merits. The signage approved at Lidl - which is located adjacent to the site - was for permanent display and not for a temporary period of marketing. This is materially different from the current application which is for temporary signs to market the site and sell the units.

12 CONCLUSION

In light of the above, it is considered that this application for advertisement consent would not be detrimental to visual amenities or public safety. The proposal complies with the design and amenity related provisions of the National Framework and Development Plan and accordingly advertisement consent is recommended to be granted for a temporary two year period.

13 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

Standard Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. 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.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Proposed Conditions:

6. The signage hereby approved shall be removed within 2 years of the date of this consent or when all of the units are let or sold whichever is the sooner date.

Reason: As the approved advertisements are only acceptable for a temporary period in the interest of visual amenities of the area and to conserve the character and appearance of the Hythe Conservation Area and the setting of heritage assets located near the application site.

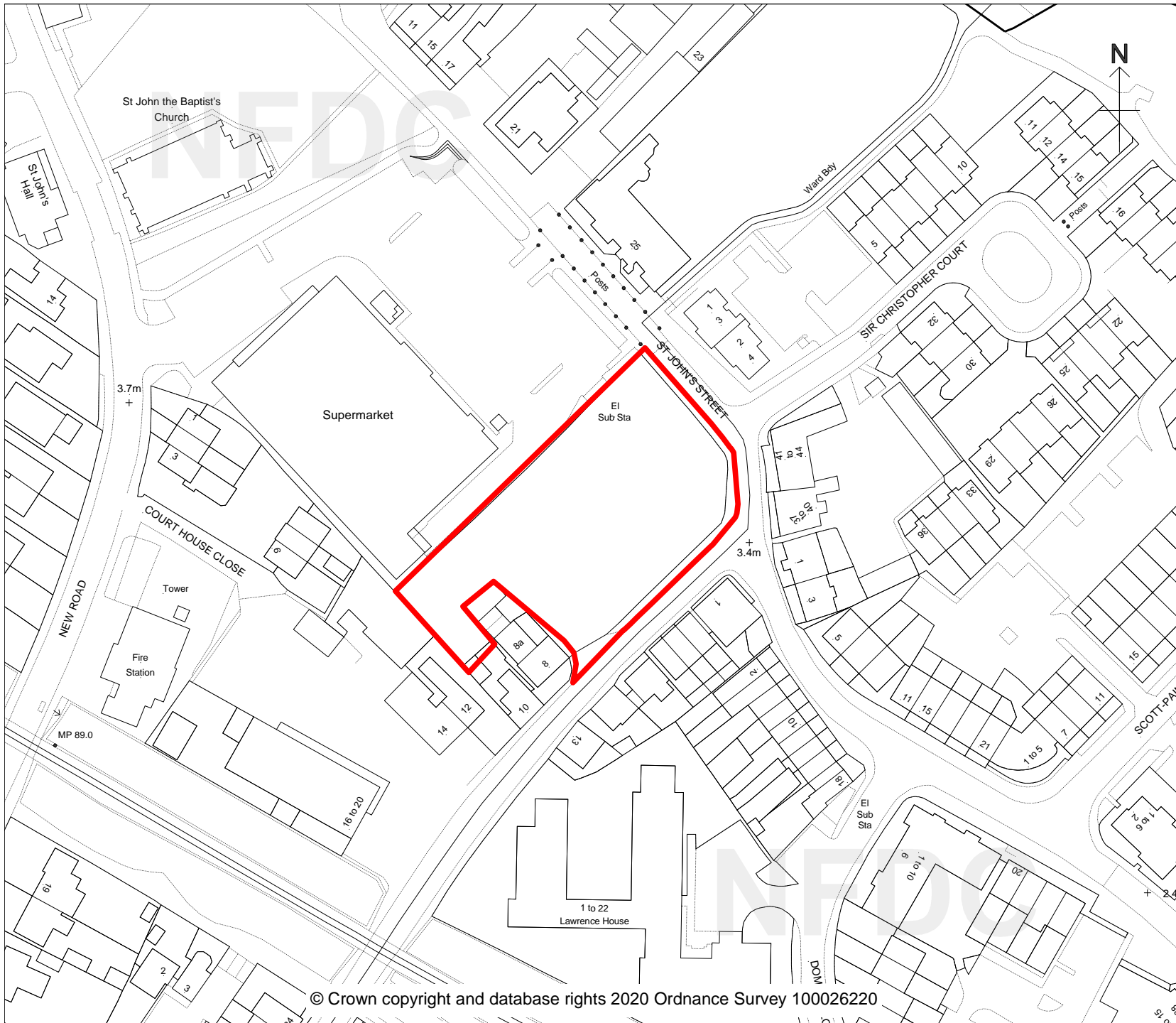
7. The development permitted shall be carried out in accordance with the following approved plans: 10085HY 270 REV B

Reason: To ensure satisfactory provision of the development.

Further Information:

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New Forest

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PLANNING COMMITTEE

January 2021

Item No:

Hubert Lodge
 2 South Street
 Hythe SO45 6GS
 20/10770

Scale 1:1250

N.B. If printing this plan from the internet, it will not be to scale.