

**Application Number:** 24/11023 Full Planning Permission  
**Site:** 47 HIGH STREET, HYTHE SO45 6AG  
**Development:** Installation of security shutters (Retrospective)  
**Applicant:** Hythe Turkish Barbershop  
**Agent:** Sanders Design Services Ltd  
**Target Date:** 27/01/2025  
**Case Officer:** Julie Parry  
**Officer Recommendation:** Refuse  
**Reason for Referral to Committee:** Parish Council contrary view

---

## 1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Principle of development
- 2) Impact on the street scene
- 3) Character and heritage impact

## 2 SITE DESCRIPTION

The application site relates to a retail unit within Hythe High Street within an area that forms part of the Hythe Conservation Area. The High Street holds importance in the Conservation Area on account of its large collection of historic buildings, including listed buildings, and its status as one of the oldest streets in the settlement. Number 47, which is currently used as a barber shop, forms part of a more modern addition to the High Street in the form of a supermarket and associated shops, with flats and restaurant above, which were built in the early 1970s. This larger building therefore provides a natural visual stop to the principal historic part of the High Street. The shopfront of number 47 has been altered without planning permission / advertisement consent to include a large box fascia sign which is internally illuminated and which houses an external shutter which is finished in black. To the left of the fascia sign is a short red and white barber shop pole.

## 3 PROPOSED DEVELOPMENT

The application seeks retrospective planning permission for the retention of the external shutters which, when closed, are housed behind the internally illuminated box sign.

The application was submitted in conjunction with an advertisement consent application for the illuminated signage, which has been considered separately under application reference 24/11019.

Amended plans were received during the course of the application to clearly demonstrate the depth of the box unit housing the shutters.

#### 4 PLANNING HISTORY

| Proposal   | Decision Date | Decision Description          | Status  |
|--|---------------|-------------------------------|---------|
| 07/89791 Use as coffee shop (Class A3)   | 25/05/2007    | Refused                       | Decided |
| 75/NFDC/02549 Installation of a shop front   | 02/06/1975    | Granted                       | Decided |
| XX/NFR/13781/5 Supermarket, steak house, five shops, two flats and new service road and surface car park, recreational and public open space | 16/11/1973    | Granted Subject to Conditions | Decided |

#### 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  
DM14: Primary Shopping Frontage

##### **Supplementary Planning Guidance And Documents**

SPG - Hythe - A Conservation Area Appraisal  
SPG - Shopfront Design Guide

##### **Neighbourhood Plan**

Hythe and Dibden Neighbourhood Plan

Policy D1 - Exemplary design

##### **National Planning Policy Framework**

##### **National Planning Policy Guidance**

##### **Plan Policy Designations**

Conservation Area  
Primary Shopping Area  
Built-up Area  
Primary Shopping Frontage  
Town Centre Boundary

#### 6 PARISH / TOWN COUNCIL COMMENTS

**Hythe & Dibden Parish Council:** Recommend PERMISSION.

#### 7 COUNCILLOR COMMENTS

No comments received

## 8 **CONSULTEE COMMENTS**

### **Conservation Officer:** Objects

The external box shutters have an unacceptably adverse impact upon amenity, which is reflected in their failure to preserve or enhance the character or appearance of the conservation area. The shutters have a significantly harmful effect on the visual amenity of this part of the town and on the setting of the listed buildings to the west.

**Natural England:** No objection

## 9 **REPRESENTATIONS RECEIVED**

One letter of objection from a neighbour who has commented that the shutters are not in keeping with the village and that there are no other external shutters on any of the other shops.

## 10 **PLANNING ASSESSMENT**

### Principle of Development

As the site is located in the built-up area, the principle of the development is acceptable, subject to the consideration of other relevant considerations as set out below.

### Street scene

Policy ENV3 requires new development to achieve high quality design that contributes positively to local distinctiveness, quality of life and the character and identity of the locality.

Hythe and Dibden Neighbourhood Plan Policy D1 seeks new development to demonstrate exemplary standards of design, to demonstrate that local character and context has been fully recognised and what is valued locally is respected. The aim is that new development shall respect and enhance the character and distinctiveness of the built environment.

The shopfront of 47 High Street is modern in design, comprising a large sheet of glazing, which lacks the traditional character of some other shopfronts along the High Street. However, prior to the installation of the external box shutter, the building was unobtrusive, and had a neutral impact on the street scene and significance of the Conservation Area.

The shop unit forms part of a more extensive, relatively modern retail building, with the Morrisons to the left and Waitrose to the right. The shopfronts are set back under a canopy which contains some strip lights to illuminate the shop frontages. The Waitrose frontage is mostly glazed and is advertised with a modest fascia sign which is lit by strip lights within the canopy. Morrisons is also glazed to the front with flat fascia signs which are externally lit.

The immediate area is chiefly characterised by small shops with varied shopfronts of generally traditional design, whose signage primarily lacks illumination and does not include the use of external box shutters. The general lack of external box shutters

makes an important contribution to the traditional visual character of the High Street, and thus it is also a factor which in turn contributes to the significance of this historic area.

The use of modern shutters completely obscures views into the premises when closed, resulting in an unsightly blank frontage which detracts from the vitality of the street scene; and when the shutter is open, the shutter box above is a bulky addition standing proud of the shopfront.

As such, by reason of the large box housing and the resulting appearance when closed, the shutters are harmful to the street scene, and detract from the local character, contrary to Policy ENV 3 of the Local Plan Part 1 and Policy D1 of the Hythe and Dibden Neighbourhood Plan.

### Character and appearance of the Hythe Conservation Area

With respect to any buildings or other land in a Conservation Area, there is a duty placed on the Council under Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to pay special attention to the desirability of preserving or enhancing the character and appearance of that Conservation Area.

Local Plan Part 2 Policy DM1 states that development proposals should conserve and seek to enhance the historic environment and heritage assets, with particular regard to local character, setting, management and the historic significance and context of heritage assets. This includes a balancing exercise between impact on Heritage Assets against public benefits, which is also referred to in the National Planning Policy Framework (NPPF).

Paragraph 212 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.

Paragraph 215 of the NPPF states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.

The Council's Conservation Officer was consulted on the application and has raised an objection, with the key issues being the impact on the character and appearance of the Conservation Area along with the impact on the setting of the Grade II listed buildings at 19 The Marsh and 23 High Street.

47 High Street stands at the eastern end of High Street. With adjacent buildings, it forms a visual stop to the principal historic part of the High Street, which is reasonably short and straight, allowing full views along it from the junction with Prospect Place. The general lack of external box shutters makes an important contribution to the traditional visual character of the historic High Street, and thus it is also a factor which in turn contributes to the significance of the Conservation Area.

This proposal is contrary to the NFDC Shopfront Design Guidance para 6.15: "Security blinds in the form of heavy, boxed metal roller blinds will not be acceptable in historic areas or on historic buildings". The reason given for this is the impact on the appearance of the building and streetscene can be gaunt and unattractive which if replicated can result in a hostile environment.

Whilst it is acknowledged that the Parish Council has recommended that permission be granted, the box housing of the shutter results in the internally illuminated box fascia projecting further forward of the shopfront, adding to the bulky incongruous

appearance of the altered shopfront. The shutters when closed completely obscure views into the premises, resulting in an unsightly blank frontage which detracts from the vitality and traditional character of the street scene from which the Conservation Area derives some significance. Furthermore, the shutters have an inappropriate semi-industrial appearance that is out of keeping and harmful to the Conservation Area's traditional character. Overall, the shutters and housing fails to preserve the character and appearance of the conservation area and the setting of the nearby listed buildings.

The degree of harm to the Conservation Area as a whole would be less than substantial, bearing in mind its extent and how it would affect the significance. Nevertheless, while the harm would be less than substantial, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimal viable use. No justification for the shutters have been provided in this case and notwithstanding this lack of information, the public benefits of the proposal do not outweigh the harm identified and the proposal fails to preserve the character of the Conservation Area.

## **11 CONCLUSION / PLANNING BALANCE**

The external shutters have an unacceptably adverse impact upon the visual amenity of the town, which is reflected in their failure to preserve or enhance the character or appearance of the Hythe Conservation Area, contrary to Local Plan Part 2 Policy DM1. The large box housing and shutters have a significantly harmful effect on the visual amenity of this part of the town and on the setting of the nearby listed buildings. This would therefore fails to contribute positively to the local character, contrary to the requirements of Policy ENV3 of the local plan and Policy D1 of the Neighbourhood plan along with the requirements of the National Planning Policy Framework under section 16: Conserving and enhancing the historic environment.

As such, the proposed development would result in less than substantial harm to the heritage asset, and there is no identified public benefit to outweigh the harm. Therefore the application is recommended for refusal as it would be contrary to national and local planning policy, and statutory legislation.

## **12 RECOMMENDATION**

### **Refuse**

#### **Reason(s) for Refusal:**

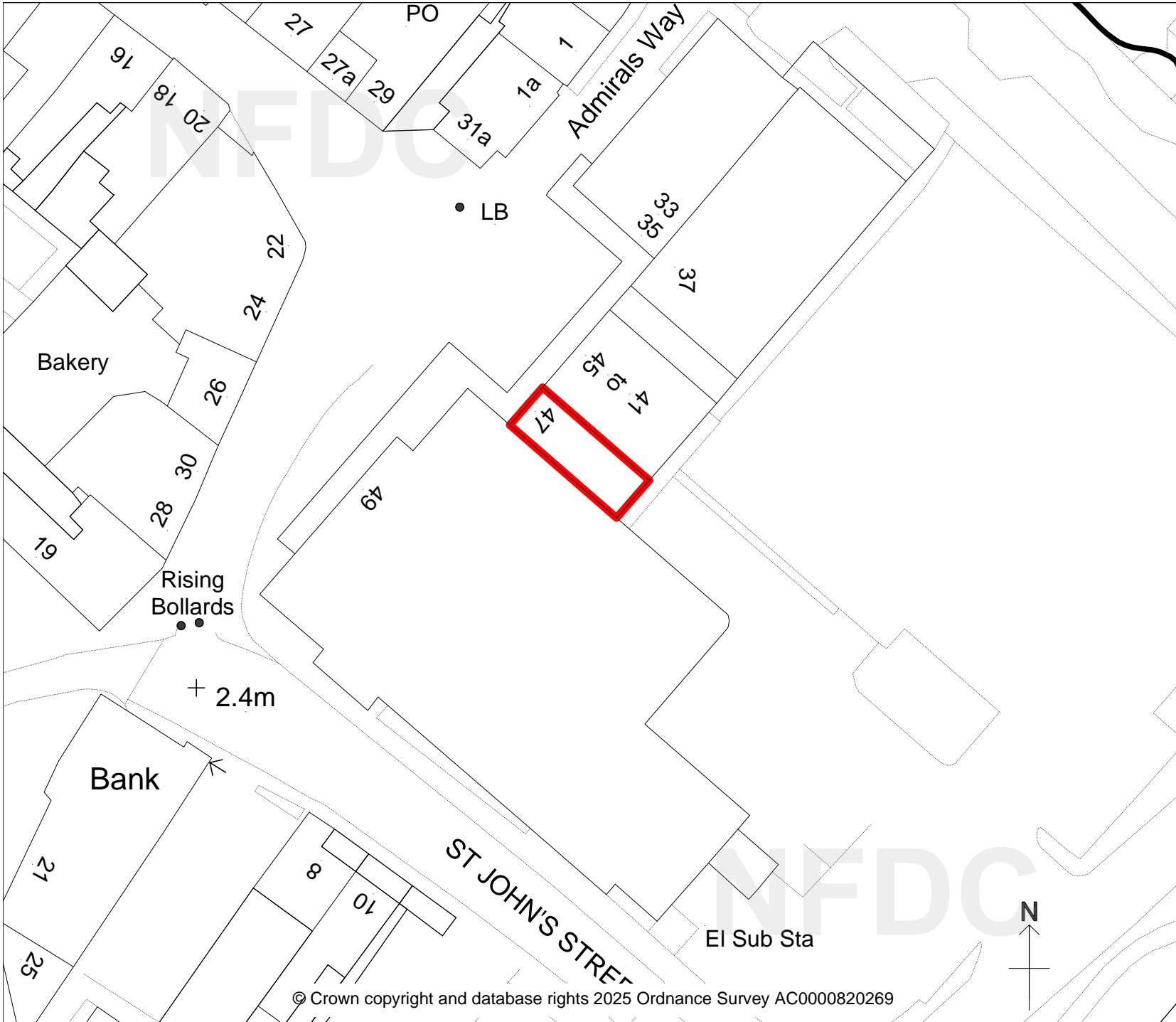
1. The shutter and its housing to the front of the building would not be sympathetic to its environment and context. The proposal fails to respect the street scene and would result in harm to the Hythe Conservation Area by reason of its large overhead boxing, its incongruous design and its harsh, unattractive and non-traditional appearance, which detracts from and fails to preserve the character and appearance of Hythe Conservation Area and has an adverse impact on the setting of the Listed building at 19 The Marsh and 23 High Street. In assessing the proposal against paragraph 215 of the National Planning Policy Framework, the harm would not be outweighed by the public benefits of the proposal. Accordingly, the Local Planning Authority is not satisfied that the development conforms with the duty on decision

makers to preserve or enhance as required by Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and the proposal would be contrary to paragraphs 212 and 215 of the National Planning Policy Framework, Policy ENV3 of the Local Plan Part 1, Policy DM1 of the Local Plan Part 2 :Sites and Development Management 2014, Hythe and Dibden Neighbourhood Plan and the Council's Shopfront Design Guide Supplementary Planning Guidance.

**Further Information:**

Julie Parry

Telephone: 023 8028 5436



**New Forest**  
DISTRICT COUNCIL

Tel: 023 8028 5000  
www.newforest.gov.uk

Mark Wyatt  
Service Manager  
Development Management  
New Forest District Council  
Appletree Court  
Lyndhurst  
SO43 7PA

**PLANNING COMMITTEE**

February 2025

47 High Street  
Hythe

24/11019 & 24/11023

Scale 1:500

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