

<b>2.2 REFERENCE NO - 21/501238/ADV</b>		
<b>APPLICATION PROPOSAL</b> Advert Application for a non-illuminated notice board for church and related (non-business) activities and events.		
<b>ADDRESS</b> St Michaels Church The Street Hartlip Kent ME9 7TL		
<b>RECOMMENDATION</b> Grant, subject to conditions.		
<b>REASON FOR REFERRAL TO COMMITTEE</b> Parish Council objection		
<b>WARD</b> Hartlip, Newington And Upchurch	<b>PARISH/TOWN COUNCIL</b> Hartlip	<b>APPLICANT</b> The Parochial Church Council <b>AGENT</b> Mr David Berry
<b>DECISION DUE DATE</b> 25/05/21	<b>PUBLICITY EXPIRY DATE</b> 26/05/21	

**Planning History**

16/505282/FULL

Single storey ground floor extension to an existing church to form a wheelchair accessible WC  
Approved Decision Date: 24.10.2016

SW/09/0964

Removal of heating oil storage tank and piers from churchyard. Installation of new tank in new position in churchyard.  
Approved Decision Date: 04.12.2009

**1. DESCRIPTION OF SITE**

1.1 St. Michaels Church is a Grade I listed building set within the Hartlip conservation area. A lychgate and flint / brick boundary wall fronts onto The Street, with small timber notice boards coloured in blue background on either side of the lychgate. A number of mature trees are also located along the boundary. A grade listed tomb is located within the churchyard to the south of the church. Three Grade II listed buildings are located opposite the church on the east side of The Street (Wisteria Cottage, The Thatched Cottage and Hartlip House)

**2 PROPOSAL**

2.1 This application seeks advert consent for the erection of a freestanding, non-illuminated noticeboard for the church. The noticeboard would be used to display church related activities and events and would replace the existing timber one on the right-hand side of the lychgate.

2.2 The noticeboard case would measure 84cm high by 119cm wide and be located on posts measuring 93cm in height from ground level.

2.3 The noticeboard would be aluminium framed, and powder coated blue in colour.

2.4 The applicant has set out the following rationale for an aluminium replacement noticeboard:

- The existing notice board is splitting and rotting in places, and open to the elements.
- Difficulties with affixing and removing posters / notices from the board.
- Non-church posters have been placed on the board without permission from the church.
- The aluminium board would allow posters to be fixed magnetically and behind a lockable polycarbonate glazed screen and would be fully weather and waterproof.

### **3 PLANNING CONSTRAINTS**

3.1 Within an Area of potential Archaeological Importance

3.2 Within Hartlip Conservation Area

3.3 St Michaels Church is a Grade I listed building.

3.4 A tomb to the south of the church is a Grade II listed structure.

3.5 3 x Grade II listed buildings on the east side of The Street

### **4 POLICY AND CONSIDERATIONS**

4.1 The National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG)

4.2 Development Plan: Policies CP4, DM14, DM15, DM16, DM32, DM33 and DM34 of Bearing Fruits 2031: The Swale Borough Local Plan 2017

4.3 Supplementary Planning Guidance (SPG) entitled “Conservation Areas”, “Listed Buildings” and “The Design of Shopfronts Signs and Advertisements”.

### **5 LOCAL REPRESENTATIONS**

5.1 No comments have been received from residents. A site notice was displayed and has since expired.

5.2 Hartlip Parish Council have no objection in principle to a replacement lockable cabinet style board but, in a lengthy letter, strongly object to the blue colour and to the gloss finish proposed as it would be “incongruous and far too obvious” in the setting of the nearby heritage assets involved (see above); suggesting that brown timber is the predominant colour/material for signs locally. They note that such choices should not adversely affect the functionality of the proposed sign.

### **6 CONSULTATIONS**

6.1 Historic England states that the application is outside their statutory requirement for comment.

6.2 The County Archaeological Officer comments that due to the very small amount of ground disturbance that may be involved it is unlikely that archaeology would be significantly affected. The applicant to keep to a minimum the amount of digging for the uprights by perhaps using the former holes where possible.

6.3 Kent Highways and Transportation have no objection.

## **7 BACKGROUND PAPERS AND PLANS**

7.1 Plans and documents for application 20/506128/FULL.

## **8 APPRAISAL**

### Principle of development

8.1 Technically applications for advertisements should only be assessed on the basis of amenity and public safety impacts. The application site is located within the Hartlip Conservation Area, adjacent to a Grade I listed church, and close to several other listed buildings. It is common for small notice boards to be erected within church grounds, advertising services and church activities and, in my view, the main considerations in the assessment of this scheme are the visual impact that the noticeboard would have on the setting of the conservation area and adjacent listed buildings, and any highways and residential amenity implications.

Visual Amenity – including Impact on the conservation area and adjacent listed buildings.

8.2 The proposed noticeboard would replace an existing timber blue board with an aluminium powder coated blue board. The replacement board would be slightly larger, but essentially of a similar scale to the existing and would be sited in the same location. In my opinion, the main difference is the change of materials from timber to aluminium which is the main cause of the Parish Council's objection.

8.3 In particular, key considerations are the effect of the proposals on the setting of the Grade I listed church, Grade II tomb, the Grade II listed buildings on the east side of The Street, and the impact upon the wider Hartlip conservation area – all of which are designated heritage assets. Whilst I can appreciate the Parish Council's preference for a timber noticeboard, I consider that the rationale set out for the proposed metal framed notice board is acceptable and as such I see no objection to the powder coated blue aluminium noticeboard. However, I think it more appropriate that the supporting posts are finished in black, or colour coated in the same blue as the noticeboard frame, for which I have recommended a condition below. On this basis I am satisfied that the proposal would not cause harm to the above designated heritage assets and would not conflict with policies DM32 and DM33 of the Local Plan.

8.4 The proposal will have little wider impact on the surrounding area due to its small size / scale and on this basis, I consider the visual amenity considerations to be acceptable.

8.5 Clarification was sought from the applicant in relation to whether the new noticeboard posts would utilise the same ground holes as the current ones. The applicant could not confirm in advance of the new noticeboard being delivered and as such I have included

a condition below ensuring that where possible the existing holes are reused and if this is not possible then the holes should be filled in and the surface made good prior to the installation of the noticeboard. This also aligns with comments received from County Archaeological Officer which recommend keeping the digging to a minimum and utilising the existing post holes where possible. I have also recommended a condition to require an arboricultural method statement to set out the details of the works in close proximity to surrounding trees, in accordance with advice from the Council's Tree Officer.

#### Residential Amenity

- 8.6 The noticeboard is sufficiently removed from any adjacent residential dwellings. It replaces an existing noticeboard of a similar small scale and it is not considered that any significant impact on residential amenity would occur.

#### Public safety

- 8.7 Kent Highways has no objection to the application, it would occupy the same siting as the existing noticeboard and would remain non illuminated. There are not considered to be any highway safety implications as a result of this proposal.

### 9 CONCLUSION

- 9.1 Taking all of the above into consideration I consider that the proposal to install an aluminium replacement noticeboard is acceptable and would not harm the character of the Hartlip conservation area or the settings of adjacent listed buildings.

- 10 **RECOMMENDATION** – Approve subject to the following conditions:

#### CONDITIONS

- (1) 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.
- (2) 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.
- (3) 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.
- (4) 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.

- (5) 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.

Reasons for conditions (1) to (5): In accordance with the provisions of Regulation 2(1) of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- (6) Prior to the installation of the replacement noticeboard the existing notice board shall be removed and any of the existing post holes which are not reused should be filled in and the surface made good.

Reason: In the interest of protecting the special architectural and historic interest of the listed building and in the interest of preserving the character of the conservation area.

- (7) Notwithstanding the submitted information the supporting posts should be finished in black, or colour coated in the same blue finish as the notice board frame.

Reason: In the interest of protecting the special architectural and historic interest of the listed building and in the interest of preserving the character of the conservation area.

- (8) Prior to the installation of the noticeboard (including any works required to install the posts) an Arboricultural Method Statement (AMS) in accordance with the current edition of BS 5837 shall be submitted to and approved in writing by the local planning authority. The AMS should detail implementation of any aspect of the development that has the potential to result in the loss of, or damage to existing trees, including their roots and, for example, take account of site access, mixing and storage of materials, excavation of foundations, service runs and level changes. It should also detail any tree works necessary to implement the approved scheme and include a tree protection plan.

Reason: In the interests of the heritage, landscape and visual amenities of the area.

NB For full details of all papers submitted with this application please refer to the relevant Public Access pages on the council's website.

The conditions set out in the report may be subject to such reasonable change as is necessary to ensure accuracy and enforceability.

