

**Report to:** PLANNING COMMITTEE  
**Date of Meeting:** 07 March 2018  
**Report from:** Assistant Director of Housing and Built Environment

**Application Address:** **Heritage & Arts Display Boards at Carlisle Parade Shelter (near Robertson Terrace), Carlisle Parade Car Park, Pelham Roundabout, Hastings Adventure Golf, West Hill Lift (lower station), The Net Shop Jellied Eel Bar & Tamarisk Steps Lookout Point**  
**Proposal:** **7 free standing non-commercial interactive heritage & art display boards**  
**Application No:** **HS/AA/17/00816**

**Recommendation:** **Grant Advertisement Consent**

Ward: CASTLE  
Conservation Area: Yes - Hastings Town Centre  
Listed Building: No

Applicant: Ms Beuret 172 Manor Park Lewisham London SE13 5RH

### **Public Consultation**

Site Notice: Yes  
Press Advertisement: Yes - Conservation Area  
Letters of Objection: 5  
Petitions of Objection Received: 0  
Letters of Support: 5  
Petitions of Support Received: 0  
Neutral comments received 0

Application Status: Not delegated - 5 or more letters of objection received

## **1. Site and Surrounding Area**

The application covers 7 public locations within Hastings Old Town, Town Centre and Seafront. These are:

- Carlisle Parade Shelter
- Carlisle Parade Car Park

- Rock-a-Nore outside the Netshop jellied eel bar
- Tamarisk Steps
- Pelham Roundabout
- Hastings Crazy Golf
- West Hill Lift (lower station)

With the exception of Hastings Crazy Golf (where the sign is in a raised planting bed), in each location the proposed signs are to be sited on pedestrianised areas/footpaths. The exact location is shown on page 21 of the Hastings Heritage Trail document submitted in support of this application and drawings on pp.25-41 of the same document. The sites have been chosen for their historic and cultural importance.

### Constraints

Flooding Groundwater/ surface water

Listed Building

Conservation area

Archaeological notification area

## **2. Proposed development**

The application is for 7 freestanding display boards as part of the Heritage and Arts Trail.

The display boards are cubes (of 0.4m), with bevelled edges, on posts a maximum of 1.005m in height. The four vertical faces of the cubes will display respectively:

- A primary photo by the historical photographer Maxine Beuret (0.32x0.32m)
- A combination of "interactive" photos selected from social media contributions and changed monthly (0.09x0.09m each) and text displaying directions on how to engage with the trail
- A combination of 0.09x0.09m historic photographs, a Hastings trail map, text relaying historical information on the location, a location rubbing stamp for use with a leaflet to accompany the trail
- A Heritage Trail logo

The signs will be soundless, static and non-illuminated.

The outer structure of the sign will be dark iron grey, interior colouring to be light grey (exact colours to be agreed in advance with the conservation officer).

The text to appear on the panels will be agreed in advance with the Major Projects Manager of Hastings Borough Council. The maximum height of the text is 23mm (font TW Cen MT 100pt).

It is proposed that the signs will be in place for a period of 2-4 years only.

The application is supported by the following documents:

Planning document

Heritage statement

## **Relevant Planning History**

There is no relevant planning history for this application.

## **National and Local Policies**

### Hastings Local Plan – Planning Strategy (2014)

Policy FA2 - Strategic Policy for Central Area  
Policy FA3 - Strategy for Hastings Town Centre  
Policy FA6 - Strategic Policy for The Seafront  
Policy SC1 - Overall Strategy for Managing Change in a Sustainable Way

### Hastings Local Plan – Development Management Plan (2015)

Policy LP1 - Considering planning applications  
Policy DM1 - Design Principles  
Policy DM3 - General Amenity  
Policy DM4 - General Access  
Policy DM5 - Ground Conditions  
Policy HN1 - Development Affecting the Significance and Setting of Designated Heritage Assets (including Conservation Areas)

### National Planning Policy Framework (NPPF)

The NPPF states that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Para 14 sets out a general presumption in favour of sustainable development and states that development proposals which accord with the development plan should be approved without delay.

Three dimensions of sustainability given in paragraph 7 are to be sought jointly: economic (by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation); social (providing housing, creating high quality environment with accessible local services); and environmental (contributing to, protecting and enhancing natural, built and historic environment) whilst paragraph 10 advises that plans and decisions need to take local circumstances into account, so they respond to the different opportunities for achieving sustainable development in different areas.

## **3. Consultations comments**

### **Conservation Officer - no objection**

Following earlier comments from the conservation officer, the design of the proposed panels was clarified and altered to ensure more sympathetic design to the heritage locations. The siting of the panels at West Hill Lift Station and Tamarisk Steps were also reviewed. The conservation officer considers that there are no changes to a Listed Building which require listed building consent.

### **Waste Services and Car Parks - no objection**

The siting of the Carlisle Parade Car Park panel was changed following comments, to avoid obstructing parking bays.

## Highways - **no objection**

It is noted that some of the proposed Heritage and Art Display Boards will be sited within the highway; however as the display boards are set away from the carriageway and footway, the positioning is considered acceptable. The boards will require a licence from East Sussex County Council Highways. The applicant must contact Licensing and Enforcement at East Sussex Highways on 0345 60 80 193 to apply for a licence (Information note no. 4).

## Major Projects & Marketing Manager - **no objection**

I am very supportive of the principle of the trail, the information signs will be of interest to visitors and residents. Hastings has a wealth of interesting and historic heritage, and anything which adds to visitor/resident interest is to be welcomed.

I have the following specific comments to make :-

I agree that the 'lookout' one would be better placed on a wall, not obscuring the railings. If the West Hill Lift one could be sited outside the bottom station, so it is visible even if the lift is closed, it would be accessible to more visitors.

## **4. Representations**

12 representations received from 12 different properties

7 letters of objection have been received raising the following concerns:

- The first proposed position of the sign at Tamarisk Steps would obstruct the view and create an obstruction
- The information contained on the proposed panels is not accurate (for example in relation to West Hill Lift) and should be verified by local authorities
- Interactive screens with sound and lights are inappropriate to heritage and residential locations
- There is potential for vandalism of the signs which raises potential for harm and being unsightly
- The proposed signs risk cluttering the streetscape

5 letters of support have been received raising the following:

- The proposed boards are innovative
- They will be useful to locals and tourists
- They will draw welcome attention to Hastings' culture and heritage
- They will attract visitors to key parts of the town

## **5. Determining Issues**

The Town and Country Planning (Control of Advertisements) Regulations 2007 require that applications for advertisement consent are assessed in terms of their impact on amenity and public safety. There are no specific local plan policies in respect of advertisements but general policies such as DM1 and DM3 of the Hastings Development Management Local Plan (2015) which require development to have regard to both the character of the area and neighbouring residential amenity. Policy HN1

### a) Impact on Amenity

The proposed signs are by nature located in key cultural and heritage locations in Hastings. Several are also located close to residential amenities - in particular, the Tamarisk Steps sign is located close to homes on the Tackleway.

Following comments received, the planning document clarifies that the signs are not illuminated or animated in any way, and have no sound. Their interactive quality is the signposting to social media to share photographs, etc of the locations which can be added to the displays at regular intervals.

Following public comments and comments received from the Major Projects & Marketing Manager, the location of two of the signs was changed to avoid adverse impacts on local amenity: the sign at Tamarisk Steps was relocated next to an existing wall away from the 'lookout' railings; the sign at West Hill Lift lower station was moved outside the entrance hall so that it would not affect the historic setting and would be more accessible outside of hours of operation.

The proposed signs are modest in size and innovative in design and are intended to complement and enhance their historic setting, including by allowing residents and visitors to interact with them via social media and by providing information on their locations. In consultation with the conservation officer, the colourway of the panels has been changed to Iron Gray, the precise shades of which will be confirmed via a condition added to this permission. The historical information provided will be agreed in advance by the Major Projects and Marketing Manager to ensure it is appropriate and accurate.

The locations of the signs have been chosen, and reviewed, to ensure that they do not obstruct views of or from historic sites. Although they add to street furniture, they have been located, where appropriate, in groupings with existing street furniture to ensure that new areas of "clutter" are not created.

As is standard for advertising consent, it is a condition that any advertisement must be maintained in a condition that does not impair the visual amenity of the site.

Given the above clarifications and changes to design and review of locations of the signs, it is considered that they are not harmful to neighbouring residential amenity and can be considered to enhance and not harm their heritage settings.

#### b) Impact on Public Safety

Most of the boards are located close to the highway and on the pedestrian footpath. However, their locations have been chosen so that they do not obstruct pedestrian flow and do not obstruct the view of vehicles. The signs are not animated or illuminated and are modest in their design and therefore are not considered to be a distraction to road users. The positioning of the signs at Tamarisk Steps and Carlisle Parade Car Park were changed in light of potential for impacts on pedestrian flow and potential obstruction for vehicles.

The signs on the footpaths are in well-lit areas and are located close to other street furniture. In this way, the potential for further obstruction would be avoided.

Following comments from the local authority the panels have been bevelled to avoid harm from collisions and there will be a condition added to this permission to ensure that the signs are kept in good order so that they do not become a hazard to public safety.

#### c) Other constraints

Some of the proposed signs are located within an Archaeological Notification Area, however, as there is little or no excavation required, this is not considered a relevant constraint to this application. Likewise, whilst many of the signs are located in sites identified at risk of flooding, given the small floor area that they occupy, this is not considered a relevant constraint in determining this application.

#### d) Screening of Application under Habitats Regulations 2017 - Impact of Development on Ashdown Forest Special Area Conservation ( SAC)

The proposed development is located approximately 38 km from the Ashdown Forest Special Area of Conservation (SAC), 37 km from the Lewes Downs SAC and 12 km from the Pevensey Levels SAC. The proposal is not directly connected with or necessary to the management of the Ashdown Forest, Pevensey Levels or Lewes Downs SACs and therefore it is necessary to determine if the proposal has a likely significant effect on the conservation objective or special integrity of the SACs.

In this instance, as the signs are intended as information for existing residents and tourists already present in the town, it is considered that the development will not increase traffic movements. The impact on the Ashdown Forest SAC in respect of nitrogen disposition as a result of this application, in combination with other relevant development, will remain unchanged. As such an Appropriate Assessment to consider whether the development could give rise to nitrogen deposition on the SACs is not considered necessary in this instance.

### **6. Conclusion**

The proposed signs are not considered to harm local amenity or public safety and it is therefore recommended that permission is granted.

These proposals comply with the development plan in accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004 which states:

"If regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise".

The Human Rights considerations have been taken into account fully in balancing the planning issues.

### **7. Recommendation**

#### **Grant Advertisement Consent subject to the following conditions:**

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The advertisement hereby permitted shall be carried out in accordance with the following approved plans:  
  
Amended planning document (undated, received 11 January 2018)
3. 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.
4. 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.
  5. 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.
  6. 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.
  7. The colours of the proposed signs shall be approved in advance in writing by the Local Authority

**Reasons:**

1. This condition is imposed in accordance with the provisions of Section 91 of the Town and Country Planning Act 1990.
2. For the avoidance of doubt and in the interests of proper planning.
3. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.
4. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.
5. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.
6. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.
7. In the interests of visual amenity of the local area

**Notes to the Applicant**

1. Failure to comply with any condition imposed on this consent may result in enforcement action without further warning.
2. Statement of positive engagement: In dealing with this application Hastings Borough Council has actively sought to work with the applicant in a positive and proactive manner, in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

3. The text of the proposed panels should be agreed in advance by the Major Projects and Marketing Manager of the Local Authority.
4. The boards will require a licence. The applicant must contact Licencing and Enforcement at East Sussex Highways on 0345 60 80 193 to apply for a licence.
5. No advertisement should 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.

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**Officer to Contact**

Mrs C Chang, Telephone 01424 783277

**Background Papers**

Application No: HS/AA/17/00816 including all letters and documents