

A05 **A/TH/24/0448**

PROPOSAL: Erection and display of 2No. feather flags

LOCATION: Visitor Information Point Victoria Parade BROADSTAIRS Kent
CT10 1DU

WARD: Viking

AGENT: No agent

APPLICANT: Mrs Gina Harrison

RECOMMENDATION: Approve

Subject to the following conditions:

1 The development hereby approved shall be carried out in accordance with the submitted location and block plan numbered BIK-P01_F received 1 July 2024.

GROUND:

To secure the proper development of the area.

2 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.

GROUND;

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

3 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

GROUND;

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

4 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.

GROUND;

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

5 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.

GROUND;

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

6 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).

GROUND;

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

SITE, LOCATION AND DESCRIPTION

The Visitor Information Point is a temporary structure that is situated above the Victorian Shelter and faces towards Chandos Square. It can be accessed from Victoria Parade and the cliff top walk and will be open from 01 May 2024 to 29 September 2024.

RELEVANT PLANNING HISTORY

F/TH/23/0477 - Erection of timber information kiosk situated on upper promenade
Granted - 15th June 2023

PROPOSED DEVELOPMENT

Erection of 2No.feather flags. 1No. to be placed to the top right hand side and to the top far left hand side so the flags can be seen from the promenade. The feather flags will be 0.90 metres from the ground to the bottom of the flag which will be 1 metre high giving a total height of 1.9 metres and the background colour of the flag will be blue with white lettering and will not be illuminated.

The originally submitted application was for the erection of 3no. feather flags, but the application has since been amended with one feather flag removed.

DEVELOPMENT PLAN POLICIES**Thanet Local Plan 2020**

QD06 - Adverts

Broadstairs & St Peters Neighbourhood Development Plan

BSP9 - Design

NOTIFICATIONS

Neighbouring occupiers have been notified and a site notice posted. No representations have been received.

Broadstairs Town Council: No comment

The Broadstairs Society: The Information Kiosk needs to be seen by more people visiting the town: consequently the feather flags will enhance the kiosk's visibility

CONSULTATIONS

TDC Conservation Officer:

Following a review of the proposed application I would consider that there could be a risk of cluttering the fence line through the flags proposed however this would not be a substantial implication to the setting and appearance of the surrounding conservation area and therefore I do not object to the proposed.

KCC Highways:

Referring to the above description, it would appear that this development proposal does not meet the criteria to warrant involvement from the Highway Authority in accordance with the current consultation protocol arrangements.

COMMENTS

The application is brought before members as the application is for a proposal on a building that is within the ownership of Thanet District Council.

Amenity

In considering the application the Local Planning Authority is required to take into account Thanet Local Plan Policy QD06 which states applications for advertisements will be considered in relation to their effects upon amenity and public safety. Regard will be paid to the surrounding location, manner of illumination, material composition, design and relationship to the land, building or structure to which they are to be affixed.

Paragraph 141 of the National Planning Policy Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed and consents should take into account cumulative impacts.

This application relates to the Visitor Information Point, a temporary structure situated within Broadstairs conservation area on the roof top open area above the Victorian Shelter and relates to the installation of 2No. Feather flag signs to the front right and left hand side of the open roof top area.

The Victorian Shelter is situated opposite the lift leading to the beach and to the right of the Victoria Gardens. It has covered seating facing towards the sea with a lead canopy and the roof forms an open area with a walkway from Victoria Parade and one from the cliff top.

The original plans showed 3No. feather Flags, however, as the Visitor Information Point is situated in Broadstairs conservation area, concerns were raised that three flags of the size and raised level proposed could appear cluttered, to the detriment of the conservation area, and therefore the applicant was asked to remove one of the flags, which has been agreed and amended plans submitted.

The feather flags will be 0.90 metres from the ground to the bottom of the flag which will be 1 metre high giving a total height of 1.9 metres and the background colour of the flag will be blue with white lettering and will not be illuminated. Photographs have been provided showing where the flags will be placed on the rooftop area and although these are not to scale, they provide a representation of how the flags would appear in situ.

The Conservation Officer has stated that although the flags may clutter the fence line, they would not have a significant impact on the setting or appearance of the conservation area, and therefore does not object.

Due to their size and position, the 2No. Feather flags do not overhang any pathways or access roads and they would not appear obtrusive where they will be sited in this open section of the cliff top and Victoria Promenade. The flags will be used for a limited time during the summer season from May to September and will not be permanently fixed to the rooftop of the Victorian Shelter. They will offer public tourism benefits through the identification of the visitor information point, and these benefits, along with the temporary nature of the advertisements, are considered to outweigh any minor harm to the setting of the conservation area.

The impact upon amenity is therefore considered to be acceptable and in accordance with Policy QD06 of the Thanet Local Plan.

Highway Safety

KCC Highways have commented that this application does not require an observation from them, and therefore the impact upon highway safety is considered to be acceptable.

Conclusion

The proposal is considered to have an acceptable impact upon amenity and highway safety, and it is therefore recommended that members approve the application subject to safeguarding conditions.

Case Officer

Dawn Rollason

TITLE:

A/TH/24/0448

Project

Visitor Information Point Victoria Parade BROADSTAIRS Kent CT10 1DU

