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<b>Wrotham</b>	<b>562030 160220</b>	<b>14.09.2005</b>	<b>TM/05/02178/AT</b>
Wrotham			

Proposal:	Erection of 2 no. non-illuminated advertisements
Location:	Land East Of Hill Park Farm, Wrotham Hill Road And Land Part Of Platt Hill Wood Gravesend Road Wrotham Sevenoaks Kent
Applicant:	Mr M + Mrs G Coffin

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**1. Description:**

1.1 This application seeks consent to erect two free standing advertisements to help direct customers to businesses located in the relatively remote Hill Park Farm. One sign would measure 0.88m X 0.30m and be sited in the triangle of land between the junction of Fairseat Lane and the A227. The other sign would be 0.9m x 0.3m and would be situated further along Fairseat Lane, 90 metres from the access track that serves the business premises. Both signs would be rectangular with an arrow point at one end and be fabricated from two planks of hardwood with relief carved letters in white and green set upon square timber posts.

**2. The Site:**

2.1 The locations of the site are described above in paragraph 1.1. Both signs would be sited in locations that lie within open countryside designated as MGB, AONB and SLA.

**3. Planning History:**

3.1 None.

**4. Consultees:**

4.1 PC: No objections.

4.2 KCC Highways: No objections.

4.3 Private Reps: 2/0X/0R/0S.

**5. Determining Issues:**

5.1 As with all applications for Advertisement Consent, the sole determining issues relate to amenity and public safety.

5.2 I consider that the low key, rustic design of the proposed directional signs and their relatively small size make the proposals acceptable in amenity terms because they are appropriately sensitive to this rural, AONB location.

5.3 I do not consider that these signs pose any threat to public safety as they are not sited in positions that could be hazardous to pedestrians or vehicular traffic. In fact, directional signs such as these improve highway safety by giving visitors to the premises advanced warning of where to turn and, thus, help to reduce the need for vehicles rapidly breaking on the public highway.

**6. Recommendation:**

6.1 **Grant Consent** subject to the following conditions:

1 This consent shall expire at the end of a period of five years from the date of consent.

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 Any advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

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

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

4 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 or aerodrome (civil or military).

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

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.

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6 Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

Informative:

- 1 With regard to works within the limits of the highway, the applicant is asked to consult The Highway Manager, Kent Highway Services, West Kent Division, Joynes House, New Road, Gravesend, Kent, DA11 0AT. (Q006)

Contact: Kevin Wise