



Delegated Report

Householder Planning Application

Planning Application No: 20230222
20230223

Location: Natwest 29 - 30 King Street Gravesend Kent

Description: 20230222 - Application for Listed Building Consent for the replacement of existing external signage with new branded signage and internal re-decoration.

20230223 - Replacement of existing external signage with new branded signage.

Applicant: Natwest Group

Site Visit Date: 24 March 2023

Submitted Documents/Plans

- Application form;
- Drawing no. E7441-GA-D1 – Detail Sheet 1 Proposed Refresh – Standard;
- Drawing no. E7441-GA-LP-BP – Site Location Plan, Block Plan;
- Drawing no. E7441-EX-E1 – Elevation 1 As Existing Refresh – Standard;
- Drawing no. E7441-GA-E1 – Elevation 1 As Proposed Refresh – Standard;
- Drawing no. E7441-GA-E2 – Elevation 1 As Proposed Refresh – Standard;
- Drawing no. E7441-GA-GD – Ground Floor Plan Proposed Spoke Refresh;
- Drawing no. E7441-EX-E2 – Elevation 2 As Existing Refresh – Standard;
- Drawing no. E7441-EX-GD – Ground Floor Plan As Existing Refresh - Standard
- Design, Access & Heritage Statement;
- Context Appraisal;
- Digitising Elevations Vision;
- Flood Map for Planning.

Relevant Planning History

There is an extensive planning history for the site with numerous applications for advertisements over the years along with internal and external changes. The most recent and therefore what is considered the most relevant will be included here.

Reference	Description	Decision	Decision Date
20230071	Application for Listed Building Consent for the proposal comprising of the undertaking of sympathetic, like for like, maintenance repairs to the main and rear roof portions in order to address ongoing water ingress. Allowance has also been made to carry out repair and decorations works to the front and side elevations, in addition to internal reinstatement works to the second	Permitted	24.03.2023

	floor accommodation.		
20150884	Application for Listed Building Consent for reconfiguration of existing branch to improve services and layout.	Permitted	19.11.2015
20150983	Display of new internal window merchandising comprising 1no. chevron and 3no. suspended banners on the King Street elevation.	Consent	19.11.2015
20140887	Display of two non-illuminated fascia signs and a non-illuminated double-sided projecting sign at fascia level on the King Street elevation and a non-illuminated double-sided projecting sign at fascia level on the Windmill Street Elevation.	Consent	11.11.2014
20020707	Application for Listed Building Consent for the attachment of 2 no. internally illuminated fascia signs and 2 no. internally illuminated double sided projecting signs on the Windmill Street and King Street elevations; 3 no. non-illuminated signs at ground floor level on the King Street elevation; internally illuminated signs on ATM and replacement ATM receipt bin on the Windmill Street elevation.	Permitted	15.10.2002
20020708	Display of 2 no. internally illuminated fascia signs and 2 no. internally illuminated double sided projecting signs on the King Street and Windmill Street elevations; 3 no. non-illuminated signs at ground floor level on the King Street elevation; internally illuminated signs on ATM and replacement receipt bin on the Windmill Street elevation.	Permitted	14.10.2002

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS19 - Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC3 – Development Affecting Conservation Areas
- TC8 – Advertisement Control

Paragraph 33 of the NPPF (2021) sets out that policies within adopted local plans should be reviewed to assess whether they need updating at least once every five years, and should then be updated as necessary. Such reviews are also a legal requirement as set out in Regulation 10A of the Town and Country Planning (Local Planning) England Regulations 2012.

The Council undertook such a review in September 2019 and found that the adopted Local Plan Core Strategy is in need of a partial review in terms of Policy CS02, due to the increased need for housing since the Local Plan Core Strategy was adopted and the need to ensure that a sufficient land supply exists to meet this need. Whilst saved policies from the Local Plan 1st Review (1994) generally conform with the NPPF (2021), the Council will also seek to replace these.

National Planning Policy Framework (2021)

- 2 – Achieving Sustainable Development
- 12 – Achieving sustainable development and well-designed places
- 16 – Conserving and enhancing the historic environment

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (SPG3, adopted November 1996 - amended April 2020);
- King Street Conservation Area Character Appraisal (2009);
- Management Plan Gravesend Town Centre Conservation Areas (2009).

Informal Guidance

- GBC Shopfront design sheets 1-6 (2020);
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

20230222

No response from:

- GBC Conservation Officer
- National Amenity Societies

20230223

No response from:

- GBC Conservation Officer

Publicity

20230222 - Site and press notice – overall consultation expiry date was 14 April 2023 – no responses received.

20230223 – 14 neighbouring properties consulted – overall consultation expiry date was 4 April 2023 – no responses received.

Officer's Analysis

The application site consists of a four storey building in use as a bank which is situated on the corner with King Street and Windmill Street and constructed in 1889. It is grade II listed and situated in the King Street Conservation Area.

The proposal is for Advertisement Consent and Listed Building Consent (LBC) replacement of the existing external signage; the LBC application also includes some internal re-decoration works.

The principle considerations in the assessment of an Advertisement Consent application are:

- Amenity; and
- Public Safety.

The principle consideration in the assessment of the Listed Building application is whether the proposal would affect the special interest of this grade II listed building and the character and appearance of the King Street Conservation Area.

At a national level the NPPF (2021) recognises that the quality and character of places can suffer when advertisements are poorly sited and designed, and reinforces that the principal considerations should be amenity and public safety (paragraph 136). At a local level saved Policy TC8 (LPFR) requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and

states that displays which are detrimental to public safety or amenity will be resisted. In respect of Listed Buildings and Conservation Areas, Policy CS20 (LPCS) and saved Policies TC2 & TC3 (LPFR) support proposals which protect the integrity of listed buildings and preserve and, where appropriate enhance the significance of the Borough's heritage assets.

The Borough Council's adopted Advertisement Control Policy Guidelines (November 1996) divides the Borough into different areas, and it is reasonable to conclude that the application site falls within the Gravesend Town Centre Shopping Area. The guidelines recognise that advertisement displays can add to the appearance of Gravesend as a lively and prosperous shopping centre and accordingly the level of advertisement display acceptable in the town centre shopping area will be higher than elsewhere in the borough. Through Policy 1 it is stated that advertisements including illuminated advertisements will generally be acceptable on business premises in the town centre shopping area however, the Council will wish to see that displays are well designed and attractive. The site is also a listed building and located in a Conservation Area and in this respect Policy 5 states that in or adjoining conservation areas and on listed buildings, the protection of amenity will be the paramount consideration. Advertisements should harmonise with the architectural features of any building on which they are displayed and not otherwise detract from the appearance of the Conservation Area or listed building.

Amenity (including heritage issues)

The application building has existing signage which it is proposed to replace. The existing signage on the King Street elevation consists of:

- Two fascia signs
- One projecting sign
- One nameplate
- Suspended poster (internal).

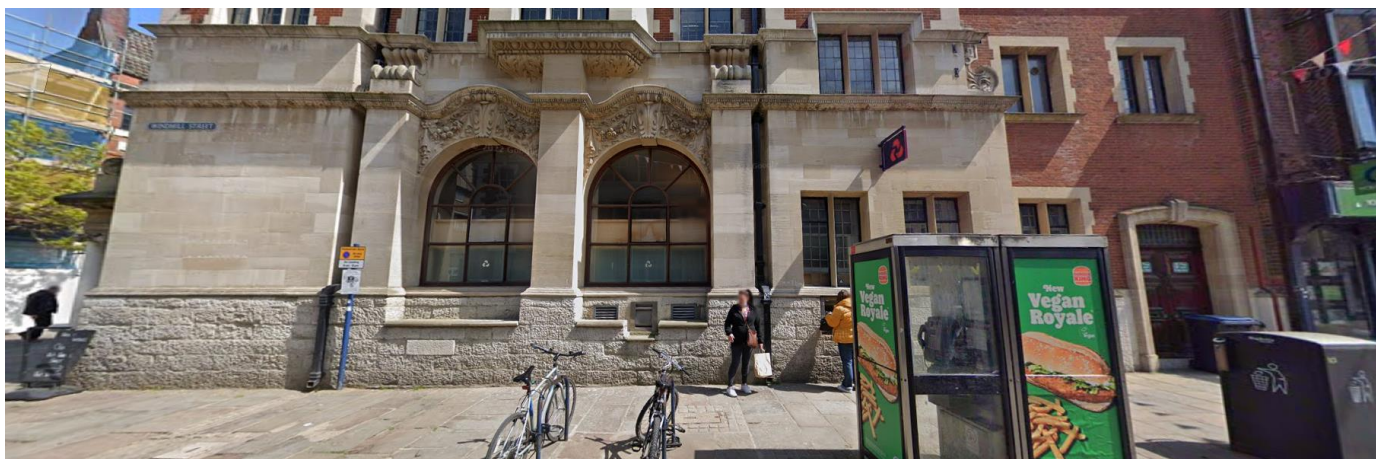
The existing signage on the Windmill Street elevation consists of:

- One projecting sign
- Window vinyl.

This is seen in the below images:



King Street elevation



Windmill Street elevation

The proposal on the King Street elevation is to:

- Replace the two existing fascia signs with new signs (same location, to remain non-illuminated and same size and design)
- Replace the projecting sign with a new sign (same location, size and design and to remain non-illuminated)
- Replace the name plate with a new one (same location, size and design)
- The internal suspended poster display is to be replaced with a new 55" digital screen to show changing images
- New window vinyl in window to the left of the digital screen.

The proposal on the Windmill Street elevation is to:

- Replace the projecting sign with a new sign (same location, size and design and to remain non-illuminated);
- Remove the window vinyl.

The majority of the new signage would be the same as the existing i.e the fascia signs, projecting signs and name plate would be in the same location, same size, same design and non-illuminated as the existing signs are, they would just be new signage.

The new addition would be the 55" digital screen to display adverts in place of the suspended paper posters in one of the windows in the King Street elevation. It is stated that the screen will be of a similar scale and form to the existing paper poster all content of the proposed internal digital screen will be a static nature with minimal animation and the mounting/fixing hole will be reused. Further it is said the digital screen will be operational only within bank opening hours and the replacement of paper advertising with digital advertising aligns with Natwest's Climate Positive goals, reducing paper usage and waste.

It is considered that the presence of a digital screen in the shop window of this bank building would be acceptable to the character of this listed building and the King Street Conservation Area. Although it would present as a brighter more noticeable addition than the current paper posters it is considered in line with the way advertisements are going now with improvements in technology and due to its fairly limited size and location inside in the shop window it is considered the screen would be a sympathetic addition that would add visual interest and an active frontage to the shopfront. It is recommended that in the interests of protecting the character of this listed building and the King Street Conservation Area that a condition is attached in order to restrict the luminance to 600 cd/m² such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E4: Urban - High district brightness) and shall only be operational within the opening hours of the bank.

There are some internal re-decoration works proposed such as new carpet, flooring and deep cleaning but these would not require listed building consent.

Overall it is considered that the proposal would be acceptable in respect of amenity and would protect the architectural and historic interest of this grade II listed building and preserve the character and appearance of the King Street Conservation Area. In respect of amenity and heritage matters the proposal would be compliant with Policies CS19 and CS20 (LPCS) and saved Policies TC2, TC3 and TC8 (LPFR).

Public Safety

Policy 8 of SPG3 states that advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. Due to the application site being located in a mostly pedestrianised street there would be limited impact on traffic safety and with the fascia and projecting signs being located above head height there would be no impact on pedestrian safety.

Conclusion & Recommendation

The proposed signage is considered acceptable in respect of amenity and public safety and would protect the architectural and historic interest of this grade II listed building and preserve the character and appearance of the King Street Conservation Area.

Recommendation:

20230222 – Permission (LBC)

20230223 – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Miss Faye Hobbs
Signed:	<i>Rebecca Harrison</i>	Signed:	
Dated:	9th May 2023	Dated:	09 May 2023