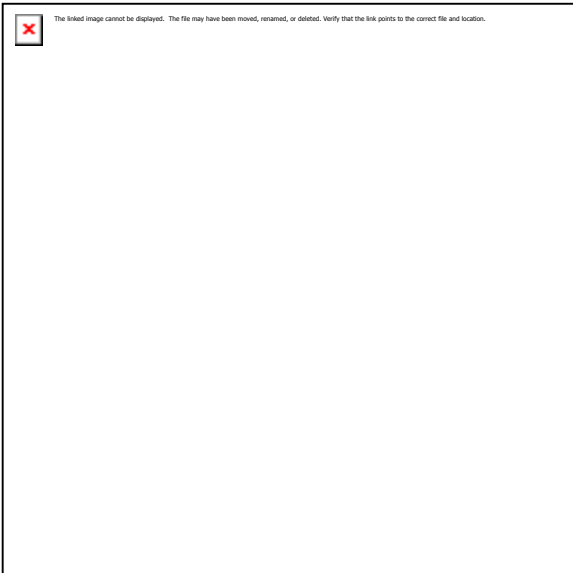




Delegated Report

Consent to Display Advertisements

Planning Application No: 20220625

Location: Costcutter 127 Rochester Road Gravesend Kent

Description: Application for consent to display internally illuminated Free Cash Withdrawals sign above the ATM and Blue LED halo illumination to the surround.

Applicant: Mr James Williams, Notemachine UK Ltd

Site Visit Date: 23/06/2022

Submitted Documents/Plans

- Application Form
- Site Location Map
- Drawing Reference T020805_PE (Pre Existing Plans & Elevations)
- Drawing Reference T020805_AI (As Installed Plans & Elevations)
- Drawing Reference NM—GA--6626 (General Arrangement)

Relevant Planning History

Reference	Description	Outcome	Decision Date
19801037	Display of internally illuminated fascia box sign	Refused	09.03.1981
19950780	Display of an internally illuminated double sided projecting 'National Lottery' box sign to replace the existing 'Coca-Cola' sign on the front elevation at first floor level.	Consent	02.12.1996
20220624	Retention of ATM installed through a secure panel to the right hand side of the shop front	Permitted	22.07.2022

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS19 - Development & Design Principles

Saved Policies in the Gravesham Local Plan First Review (November 1994):

- TC8 – Advertisement Control

Other material considerations

National Planning Policy Framework (2021)

- Section 2 – Achieving sustainable development
- Section 12 – Achieving well-designed places

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (2020)
- Shopfront Design Guidance Notes (2018)

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. A Regulation 18 (stage 2) consultation is underway in regard to the Emerging Local Plan Partial Review, Site Allocations and Development Management Policies (until 31 December 2020). The early stage of these documents means they are not afforded any significant weight as part of the assessment of this application.

Consultations, Publicity and Representations

KCC Heritage

No comments received.

Neighbouring properties

The application was advertised by way of site notice and letters to Four surrounding properties. The consultation period expired on 15th July 2022 and no comments were received.

Analysis

The application comprises a two storey mid terraced property which is situated within a parade of shops with residential accommodation above. The site is currently in use as a convenience store and falls under Use Class E.

The proposal seeks consent to display internally illuminated Free Cash Withdrawals sign above the ATM and Blue LED on the ground floor front elevations of the above property.

The sign illuminated sign will be approx 1.8m from the ground level and the illuminated halo which will surround the ATM will be 1.43m high and 0.69m wide. The signage is considered to be acceptably designed and compliant with Saved Local Plan Policy TC8 and Gravesham Advertisement Control Policy

Guidelines SPD (2020).

Amenity

The proposal is acceptable in terms of visual amenity and would not appear out of character or impact the surroundings. As such the proposal would accord with Policies CS19 and saved Policy TC8 of the Local Plan First Review.

Public Safety

The proposed sign and illuminated back drop is not considered to be of such a size, prominence or location that they would have a harmful impact on public safety.

Conclusion

The proposed advertisements are of a size and design that would not appear out of character in the area nor harmful to the visual amenity of the area. As such the proposal would accord with Policies CS19 of the Local Plan Core Strategy 2014, saved Policy TC8 of the Gravesham Local Plan First Review (1994), paragraph 134 and section 12 of the National Planning Policy Framework (2021), Supplementary planning guidance 3: Advertisement control policy guidelines (November 1996) and Gravesham Borough Council Shop Front Design guidance notes (2018).

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Sharon Sahota	Team Leader:	Richard Hart
Signed:		Signed:	<i>R Hart</i>
Dated:	25 th July 2022	Dated:	25 th July 2022