

Delegated Report

Advertisement Consent Application

Planning Application No: 20240185

Location: 1-2 King Street Gravesend Kent DA12 2EB

Description: Advertisement Consent for 2no. non-illuminated fascia signs, either side of main entrance doors.

Applicant: Reza Palmer, One Savings Bank

Site Visit Date: 14.03.2024

Submitted Documents/Plans

- Application form;
- Site Location Plan;
- Existing and Proposed Block Plan;
- Drawing no. 23001/DT/011 – Shop Front Existing;
- Drawing no. 23001/DT/012 – Shopfront Proposed Signage;
- Drawing no. 23001/DT/13 – Shopfront Proposed Signage; and
- Photograph of Existing Shop Front.

Relevant Planning History

Reference	Description	Decision	Decision Date
20231048	Installation of individually lit lettering to read `STARBUCKS` mounted vertically to external brickwork at entrance; two internally illuminated projecting signs double sided with Starbucks brand siren to both faces mounted externally on the King Street and High Street elevations and two individual Starbucks logos, one above entrance door and one in window.	Consent	30.01.2024
20191051	Subdivision of the existing retail units at ground floor to provide 2 x new retail units, 1 x D2 Leisure together with the conversion and extensions of the upper floors. These will incorporate 1 office, and 35 residential units ranging from studio, 1 bed and 2 beds, as well as associated amenity, landscaping, parking, waste and cycle storage.	Permitted	05.07.2021

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

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

Paragraph 33 of the NPPF (2023) 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 (2023), the Council will also seek to replace these.

Other material considerations

Under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, the Council has a statutory duty in considering whether to grant planning permission for development which affects a listed building or its setting to have special regard to the desirability of preserving the building or its setting or any features of special architect or historic interest which it possesses.

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, states that with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (2023)

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

Supplementary Planning Guidance

- SPG3: Advertisement Control policy guidelines (1996, amended 2020)
- High Street & Queen Street Conservation Area Character Appraisal (2009)
- Management Plan Gravesend Town Centre Conservation Areas (2009)

Informal Guidance

- Shopfront design sheet 5: Signs and advertisement; fascia, projecting signs, lettering and lighting (2020)
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

GBC Highways

I have no objections, the signs are not illuminated.

Neighbouring properties

65 surrounding properties were consulted plus site and press notices – overall consultation expiry date was 05.04.2024 – no responses received.

Officer's Analysis

The application site consists of a three storey building on the junction with the High Street. The ground floor is split into two units, one is a Starbucks coffee shop, the other unit to which this application relates is currently empty. This unit has its elevation fronting King Street and the Starbucks unit fronts the High Street in the main but there is a small element of that unit which fronts onto King Street. The site is situated in the High Street and Queen Street Conservation Area and opposite the grade II listed 30 King Street.

The proposal is for Advertisement Consent for 2no. non-illuminated fascia signs which would be located above the two shop windows either side of the entrance door. They would be 1.2m in height, 4m in width and 0.05m in depth with the maximum height of any lettering being 22cm. The signs would be made of aluminium and would each read 'Kent Reliance' in vinyl, the colours would be 'Dark Purple Pantone 58C' for the background, 'Light purple Pantone 522C' for the word 'KENT' and white for the word 'RELIANCE'; the signs would be non-illuminated.

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

- Amenity; and
- Public Safety.

At a national level the NPPF (2023) 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 141). 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 Council's adopted Advertisement Control Policy Guidelines (1996, amended 2020) 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 located in a Conservation Area and in this respect Policy 5 states that in or adjoining conservation areas 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.

For ease of reference the existing and proposed elevations are as follow:

Existing:



Proposed:



The two fascia signs are considered simple, modern, uncluttered and appropriately designed for the modern re-furbished external elevations of the host building. As the signs would be non-illuminated there are no issues regarding illumination. Overall it is considered that the two fascia signs would be in keeping with the design and character of the host building and would preserve the character and appearance of the High Street and Queen Street Conservation Area. There would be no impact on the setting of the grade II listed no. 30 King Street opposite.

Public Safety

Policy 8 of SPG3 (1996, amended 2020) 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 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 preserve the character and appearance of the High Street and Queen Street Conservation Area and would not impact on the setting of the grade II listed no. 30 King Street opposite.

Recommendation – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	22nd April 2024	Dated:	22 April 2024