



Delegated Report

Advertisement Consent

Planning Application No: 20220704

Location: HSBC 84 New Road Gravesend Kent

Description: Consent to display new signage above new self service ATM machine.

Applicant: HSBC Bank, HSBC Holdings

Site Visit Date: 22nd September 2022

Submitted Documents/Plans

- Planning Application Form;
- Design and Access Statement;
- Site Location Plan;
- Block Plan;
- Drawing Ref: 21035 030 PA 01 – Existing Elevation;
- Drawing Ref: 21035 030 PA 10 – Photosheet;
- Drawing Ref: 21035 030 PA 21 – Proposed Elevation;
- Drawing Ref: 21035 030 PA 22 Rev A – (P) External Machine Details 01; and
- Drawing Ref: 21035 030 PA 23 Rev A – (P) External Machine Details 02.

Relevant Planning History

Reference	Description	Outcome	Decision Date
20220703	Replacement of external self service ATM machine.	Pending Consideration	
20220409	Signage over external self service machine	Withdrawn	27.04.2022
20220408	Replacement of existing external self service machines	Withdrawn	27.04.2022
20191303	Replacement of existing ATM header signage to comply with new HSBC branding.	Consent	12.03.2020
20180627	Display of 2no. white aluminium panels above entrance doors with HSBC Logo, new combined nameplate, hours of opening and security vinyl's and new vinyl black benefit signs internally applied on glass above existing TTW ATM,s.	Consent	11.07.2018
20161098	Display of 3no. internally illuminated fascia signs and 1no. internally illuminated hanging projecting sign.	Consent	10.01.2017
20150521	Application for the approval of conditions 3 and 4 attached to planning permission reference number 20150080 relating to details of the reinstatement of the missing Portland Stone surrounding the western most ATM and samples of the Portland Stone.	Approval of Details	11.08.2015
20150504	Application for approval of condition 4 attached to	Withdrawn	30.06.2015

	planning permission reference no. 20150080 relating to samples of the Portland Stone to be used in the reconstruction works for the western most ATM.		
20150080	Installation of 2no. replacement A.T.M cash dispensers on the New Road elevation.	Permission	21.04.2015
20020872	Installation of new entrance door on Stone Street elevation to provide disabled access.	Permission	17.12.2002
20000724	Installation of replacement A.T.M cash dispenser on the New Road elevation.	Permission	23.11.2000
19970590	Display of internally illuminated fascia signs over entrance doors and on New Road & Stone Street elevations and internally illuminated projecting sign on New Road elevation.	Consent	05.09.1997
19940635	Application for the approval of a 1:20 scale drawing detailing the finishing works to be carried out to the window opening, and the new window surround to be installed as required by condition (ii) of planning permission ref. GR94/373.	Approval of Details	03.11.1994
19940373	Lowering of the window cills on the Stone Street elevation.	Permission	03.10.1994
19940588	Installation of one replacement automatic cash dispenser on the New Road elevation.	Permission	05.01.1995
19930389	Display of halo illuminated fascia lettering on the Stone Street and New Road frontages, internally illuminated letters and projecting portal logo over main entrance.	Consent	27.08.1993
19871007	Installation of a cash dispenser and re location of existing nightsafe on the New Road frontage	Permission	24.11.1987
19870785	Display of circular logo sign on the west elevation at the top of the car park lift tower externally illuminated by a floodlight	Consent	26.10.1987
19840607	Installation of new fascia on part of the Stone Street frontage erection of single storey infill extension at the rear single storey extension on the west elevation fronting New Road and internal alterations	Permission	19.10.1984
19830321	Display of internally illuminated fascia lettering on the New Road and Stone Street frontage	Consent	23.06.1983
19810584	Alterations to the New Road elevation to facilitate the installation of a banking machine	Permission	23.07.1981
19760191	Change of use of retail shop to bank	Permission	30.06.1976

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS18 – Climate Change
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- TC3 – Development affect 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 (2020)
- Shopfront Design Guidance Notes (2018)

Section 72(1) of the Planning Listed Building and Conservation Areas Act 1990 (as amended) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of the conservation area.

Consultations, Publicity and Representations

Consultees

GBC – Conservation Officer

No comments received.

Neighbouring properties

The application was advertised by way of site notice and letters to 7 surrounding properties. The consultation period expired on 14th October 2022 and no comments were received.

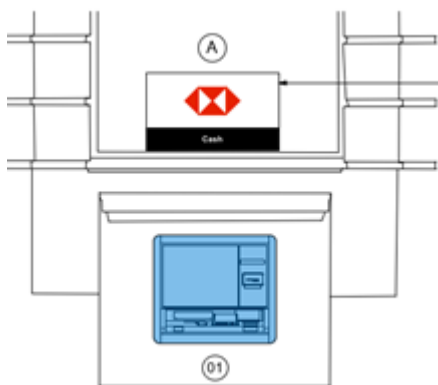
Analysis

Proposal

The proposal seeks the replacement of the existing external ATM signage located above the existing right hand ATM display located on the New Road north facing elevation of the existing HSBC Bank. The left hand ATM would be removed along with the signage.

The sign would be non-illuminated fascia sign measuring 0.42m in height, 0.72m wide and 0.3m deep. It would be located 1.876m from the ground level and would be digitally printed aluminium with black text on a white background with the HSBC logo.

Proposed Signage



Character and Appearance

The application site is an existing building located on the corner of New Road and Stone Street is currently in use as an HSBC Bank. The proposal seeks to remove the higher left side ATM signage and the replacement of the wheelchair accessible right side signage that would be located above the proposed replacement ATM, (subject to planning permission under Ref. 20220703).

The removal of one set of signage would result in less visual clutter along this north facing elevation and the proposed replacement signage would be similar in size and location to the existing.

The proposal would not result in a detrimental impact on the existing building, streetscene or the King Street Conservation Area and as such is deemed acceptable in terms of design.

The signage is considered to be acceptably designed and compliant with Saved Local Plan Policy TC8 and Gravesham Advertisement Control Policy Guidelines SPD (2020).

Neighbouring Amenity

Due to the nature of the proposal and the location of the proposed it would not impact the amenity of surrounding properties or businesses.

Highways

The proposed signage would not be illuminated and would be located in a similar location to the existing on the pedestrian area of New Road and as such would not result in an impact on highway safety.

Conclusion & Recommendation

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 and CS20 of the Local Plan Core Strategy 2014, saved Policies TC3 and TC8 of the Gravesham Local Plan First Review (1994), paragraph 134 and section 12 of the National Planning Policy Framework (2021), Advertisement Control Policy Guidance (2020) and Shopfront Design Guidance Notes (2018).

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Amanda Grout	Team Leader:	Richard Hart
Signed:	<i>A Grout</i>	Signed:	<i>R Hart</i>
Dated:	13 th October 2022	Dated:	13th October 2022

Gravesham Borough Council