

Delegated Report

Full Planning Application / Advertisement Consent

Application No:	20240169 – Full Planning Application 20240170 – Advertisement Consent
Location:	Blu Dols Beauty, 49 High Street, Gravesend, Kent, DA11 0AY
Description:	20240169 – Existing timber fascia to be painted in new colour as per the details submitted, to supply and install applied vinyl letters as per artwork supplied and install illuminated halo glow LED backlighting to fascia sign and to install precast non-illuminated projection sign. 20240170 – Advertisement Consent - Main sign fascia with applied vinyl letters to read 'Penders Pharmacy' and have Logo installed as per artwork supplied. It would also have vinyl applied E prescriptions & NHS logo as per artwork supplied. Main Sign fascia to be illuminated halo glow LED backlighting. Non-illuminated projection sign to be installed at the existing window level of the shopfront.
Applicant:	Mr Sabir Dosani
Site Visit:	N/A Desktop Assessment

Submitted Documents/Plans

- Application Form – dated 22 February 2024;
- Ordnance Survey Site Location Plan (scale – 1:1250);
- Drawing no. 6420/01 – Existing Shop Front Details;
- Drawing no. 6420/02 – Proposed Shop Front Details.
- ~~Supplementary Information – Outdoor View Image – SUPERSEDED;~~
- ~~Drawing no. 6420/01 – Proposed Shop Front Details – SUPERSEDED.~~

The plans submitted are the same for both the Full Planning Application (20240169) and Advertisement Consent (20240170).

Procedural Issues (change of description)

Following negotiations, the plans were amended with the proposed lighting changed and as a result the original descriptions were inaccurate. As such, the Local Planning Authority have amended the descriptions to read as follows:

- 20240169 – Existing timber fascia to be painted in new colour as per the details submitted, to supply and install applied vinyl letters as per artwork supplied and install illuminated halo glow LED backlighting to fascia sign and to install precast non-illuminated projection sign.
- 20240170 – Advertisement Consent - Main sign fascia with applied vinyl letters to read 'Penders Pharmacy' and have Logo installed as per artwork supplied. It would also have vinyl applied E

prescriptions & NHS logo as per artwork supplied. Main Sign fascia to be illuminated halo glow LED backlighting. Non-illuminated projection sign to be installed at the existing window level of the shopfront.

For the avoidance of doubt, the amended descriptions replace the 'overhead LED trough light' and 'internally illuminated projection sign' with 'illuminated halo glow LED backlighting' and 'non-illuminated projection sign'.

Relevant Planning History

Reference	Description	Decision	Decision Date
20190344	Subdivision of shop unit (sui generis) into two shop units and change of use to retail (A1)	PERMITTED	05.06.2019
20080889	Change of use of property from A2 to A1 retail.	PERMITTED	18.11.2008
20000526	Display of non-illuminated projecting hanging sign at first floor level on front elevation.	ADVERTISEMENT CONSENT	18.09.2000
20000201	Continued display of the internally illuminated doubled-sided projecting box sign at first floor level on the front elevation. Refused. Continued display of the internally illuminated fascia sign on the front elevation. Permitted	SPLIT DECISION	18.05.2000
19960851	Installation of an automatic telling machine in the shopfront.	PERMITTED	16.10.1997
19890472	Display of an internally illuminated fascia box sign and an internally illuminated double-sided projecting sign above the entrance doors.	PERMITTED	21.12.1989
19880650	Application for the variation of condition (ii) of planning permission GR/81/854 to allow the use of the ground floor as an estate agents office.	PERMITTED	16.11.1988
19861038	Installation of a new shopfront	PERMITTED	11.03.1987
19850328	Erection of single storey extension at the rear to form staffroom wc accommodation and storage area	PERMITTED	22.08.1985
19840757	Alterations to existing elevation to accommodate an automatic telling machine	PERMITTED	13.12.1984
19830960	Display of internally illuminated double sided projecting box sign	REFUSED	12.03.1984
19830839	Erection of single storey rear extension	PERMITTED	23.12.1983
19830073	Display of double sided illuminated projecting board sign	CERTIFICATE REFUSED	22.03.1983
19820605	Formation of a car park for six cars and erection of a covered way to external staircase at the rear	PERMITTED	29.11.1982

19820481	Display of halo illuminated fascia lettering and internally illuminated sub fascia sign together with non-illuminated hanging sign board at first floor level	ADVERTISEMENT CONSENT	23.07.1982
19820189	Display of internally illuminated fascia sign and double sided internally illuminated projecting box sign and display of internally illuminated hanging sign	REFUSED	28.06.1982
19820188	Alterations to the front elevation	PERMITTED	09.06.1982
19810854	Change of use from shop to office	PERMITTED	28.04.1982

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS05 – Gravesend Town Centre Opportunity Area
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS11 – Transport
- CS18 – Climate Change
- CS19 – Development & Design Principles
- CS20 – Heritage and the Historic Environment

Gravesham Local Plan: First Review (1994)

- S3 – Primary Shopping Frontage
- TC3 – Development Affecting Conservation Areas
- TC8 – Advertisement Consent

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.

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

- Advertisement Control Policy Guidelines (SPG3, adopted November 1996 - amended April 2020)
- High Street & Queen Street Conservation Area Character Appraisal (2009)
- Management Plan – Gravesend's Town Centre Conservation Areas (2009)

Informal Guidance

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

Consultations, Publicity and Representations

Internal Consultees

GBC Conservation

- *Comment 1 (22 April 2024)* – The proposed colour, artwork and vinyl lettering acceptable for the shop front.

However, the trough lighting and illuminated projecting sign are unacceptable. An alternative might be a traditional hanging sign fitted on an iron bracket above the shopfront as seen elsewhere. For the fascia lighting, it might be possible to incorporate a discreet LED light into the underside of the projecting cornice box immediately above the fascia board.

As submitted, the proposal is contrary to local and national policy and cannot be supported.

- *Comment 2 (08 May 2024)* – The use of halo glow led lighting effect behind the letters is acceptable. The projecting sign should be non-illuminated and subject to this I have no objections.

GBC Highway – The applicant is not providing the necessary information to make a judgement on the suitability of the proposed illumination. Details regarding luminous intensity should be in Candela per metre² at the sign face, to determine the suitability of the proposal. Signs up to 10sq. m. should not exceed 600cd/m² whilst signs 10sq.m. and above are limited to 300cd/m² within town centre locations.

Local Ward Councillors – No comment received.

Neighbouring properties

An advert was published in the Gravesend Messenger and a notice displayed on site 14 March 2024.

In addition, sixteen surrounding properties were consulted and no representations were received. The consultation period expired 05 April 2024.

Preliminary Matters

The Conservation Officer raised objections to the original proposal, on the basis that the trough lighting and illuminated projecting sign would have a harmful impact on the Conservation Area. However, the principal of the development was considered acceptable, and the Conservation Officer made recommendations to improve the scheme and preserve the special interest of the Conservation Area.

The agent was contacted regarding the changes to the advertisement and illumination, and after some discussions provided a revised 3D visual of the shopfront. The revised details were reviewed by the Conservation Officer who removed the objection and updated proposed plans were received 17 May 2024/

Officer's Analysis

Site Description

The application site is located within the High Street Conservation Area. In the Gravesend Town Centre Strategy 1998 the High Street Conservation Area and adjacent areas are identified as the 'Heritage Quarter' of the town. The Council must consider the desirability of preserving or enhancing the character or appearance of the conservation area when assessing applications.

No. 49 High Street is described as a key unlisted building which has townscape merit, making a positive contribution to the special interest of the Conservation Area, by virtue of its traditional shop front.



Relevant Background

The application site and the adjoining shop (no.50) were formerly one Sui Generis unit, however the units were granted planning permission for subdivision into two shops in A1 retail use in 2019. The pharmacy is formerly of an A1 retail use, which has changed in the Class E in the Town and County Planning (Use Class) (Amendment) (England) Regulations 2020.

Therefore, the use of the shop as a Class E pharmacy does not require any consent.

Design and Impact on the Conservation Area

At a national level the National Planning Policy Framework (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 of the Local Plan First Review (LPFR) (1994) 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 of the Local Plan Core Strategy (LPCS) (2014) and saved Policies TC2 and 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) 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. The existing traditional shopfront will be retained and painted with dulux heritage midnight teal colour, which is an appropriate colour and will preserve the character of the Conservation Area. The proposal would introduce halo glow led lighting behind the letters, within the cornice box, which would be discrete with low levels of illuminance (secured by condition). This is considered to be acceptable and the Conservation Officer has raised no objection. Similarly, no objection has been raised to the non-illuminating projection

sign. Therefore, the proposed updated shopfront is acceptable, the illuminated halo lighting will be discrete and the signage is considered simple, modern, uncluttered and appropriately designed to the re-furbished external elevation of the host building.



Overall, the changes to the shopfront and the advertisement are considered to be in keeping with the traditional design and character of the host building and has preserved the character and appearance of the High Street and Queen Street Conservation Area. Therefore, applications accord with Policies CS19 and CS20 (LPCS), Policies TC3 and TC9 (LPFR) as well as Section 16 of the NPPF (2023).

Amenity

The southern end of the High Street which forms part of the primary shopping area of Gravesend Town Centre has a varied selection of advertising for each of the businesses. Being located in the High Street & Queen Street Conservation Area the advertising is in the main of a more subtle and sympathetic appearance than those found on businesses in New Road for example, which is outside of the Conservation Area. A number of the premises in the High Street have projecting signs which vary in style, appearance and materials. The most sympathetic are the traditional swing signs hung from a decorative wrought iron bracket which Design Sheet 5 advises is the most appropriate option.

The illumination levels of the halo glow lighting are low and would not have any impact on amenity. Therefore, the proposal will safeguard amenity in accordance with Policy CS19 (LPCS) and Section 12 of the NPPF (2023).

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 pedestrianised street there would be no impact on traffic safety and being located above the fascia there would be no impact on pedestrian safety. There is a public right of way to the south of the building but this is not affected by the projecting sign.

Conclusion

The application has been fully considered and is in accordance with local and national planning policy.

The proposed shopfront would have no detrimental impact on the appearance of the street scene, Conservation Area, neighbouring properties or public safety and therefore accords with policy and is recommended for approval.

Recommendation

20240169 – Permission

20240170 – Consent for Advertisement

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mr Ethan Bonthron	Team Leader:	
Signed:		Signed:	
Dated:	21 st May 2024	Dated:	