



Delegated Report

Planning Application

Planning Application No: 20231052

Location: Nationwide 167 Windmill Street Gravesend Kent

Description: Installation of the replacement of 1 x illuminated projecting signage, 1 x illuminated front fascia sign, 1 x ATM signage and 1 x safety manifestation signage and window adverts on the Windmill Street elevation and 1 x illuminated rear fascia sign and 1 x emergency access information on door on the Stone Street elevation.

Applicant: Nationwide Building Society

Submitted Documents/Plans

Application form;
Heritage Statement
385 Logo Sign for Front Elevation (Windmill Street)
290 Logo Sign for Rear Elevation (Stone Street)
Drawing No.PR.00.E1 Rev A – Proposed External Alterations
Drawing No.GR05 – EX.00.E1 – Existing External Elevations
Location Plan
Block Plan – Existing
Proposed Projecting Sign Details
ATM Details
Details of assembly of projecting sign

Relevant Planning History

Reference	Description	Decision	Decision Date
20190078	Display of 1no. internally-illuminated fascia sign and the front elevation, 1no. non-illuminated fascia sign and the rear elevation, 1no. internally-illuminated projecting sign and illuminated ATM surround.	Consent	11.04.2019
20120917	Display of internally illuminated fascia sign and projecting box sign and non-illuminated sign around ATM on Windmill Street elevation and non-illuminated replacement fascia sign on Stone Street elevation.	Consent	02.01.2013
20030575	Display of non-illuminated surround sign to existing ATM cash machine on the front elevation.	Consent	21.08.2003

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development

- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8: Advertisement Control
- TC9: Shopfronts

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

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (November 1996)
- Design sheet 5: Signs & Advertisement, Fascia, Projecting signs, Lettering & Lighting
- King Street Conservation Area
- Management Plan – Gravesend Town Centre Conservation Areas (2009).

Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that when making a decision on listed building consent applications, a Local Planning Authority must have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Section 72 requires that Local Planning Authorities (LPAs) pay special attention in the exercise of planning functions to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

Consultations, Publicity and Representations

Consultees

GBC Licensing Team

No objection

GBC Highways Officer

No objection

Neighbouring properties

8 surrounding properties and a site and press notice undertaken with expiry date of 22.12.2023. No comments received.

Officer's Analysis

Saved Gravesham Local Plan Policy TC8 states that all applications for advertisement consent will be examined in the light of the Borough Council's adopted policy guidelines for advertisement control and displays which are detrimental to public safety or to amenity will be resisted. In addition to this, policy TC9 states that developments resulting in the loss of existing shopfronts, traditional design or materials should also be resisted. The King Street Conservation Area Appraisal also highlights poor quality shopfront and

signage as negative features of the Conservation Area.

The proposed external signage is uncluttered, appropriately-designed and does not have a negative impact on the appearance of the existing building.

The signs work well with the bank shop frontage and enhances the character and appearance of the conservation area. See below image of proposed signs



As the proposed signage is in compliance with the Council's design guidance on advertisements in historic areas, it is considered that the alterations will not have an adverse impact on the character of the King Street Conservation Area. It is for these reasons that the application should be granted express consent.

No additional conditions are required above the standard advertisement consent conditions

Conclusion & Recommendation

Consent subject to standard conditions and informatives

(For detailed conditions / reasons for refusal and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Richard Hart
Signed:		Signed:	
Dated:	29th December 2023	Dated:	29 th December 2023