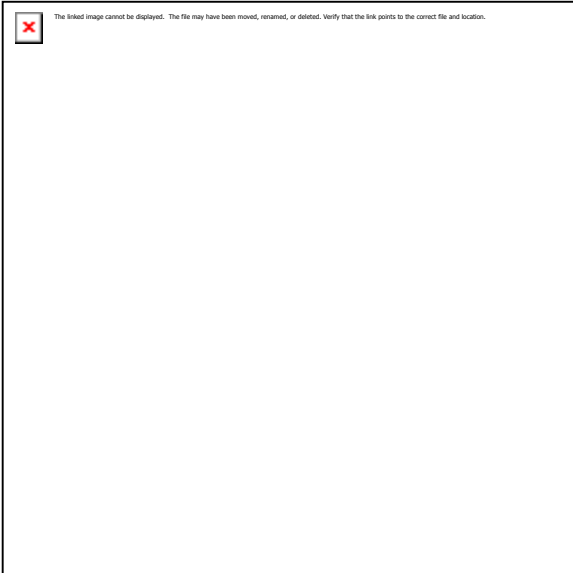




Delegated Report

Planning Application

Application no:	20211536
Location:	The Railway Inn Sole Street Cobham Gravesend Kent DA13 0XY
Description:	Application for consent for illuminated and non-illuminated signs to exterior of building for the period of five years.
Applicant:	Mr Andy Beetham, Stonegate Group
Site Visit Date:	Desktop Assessment

Site Description

The application site consists of a building in use as a public house located within the Green Belt and the Meopham Downs Landscape Character Area, as defined by the Local Plan Policy Map.

Submitted Documents/Plans

The application comprises the following documents and plans:

Planning Application Form received 14th December 2021;
Site Location Plan received 14th December 2021;
Proposed Block Plan received 23rd December 2021;
Proposed Artwork and Lighting received 14th December 2021;
Existing Elevations received 14th December 2021;
Proposed South Elevations received 14th December 2021; and
Proposed East Elevations received 14th December 2021.

Relevant Planning History

20130307 Erection of flood lights beside the petanque piste at rear.

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

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.

Other material considerations

National Planning Policy Framework (2021)

- Section 2 – Achieving Sustainable Development
- Section 12 – Achieving sustainable development and well-designed places
- Section 13 – Protecting Green Belt land
- Section 15 – Conserving and enhancing the natural environment

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (November 1996 Amended April 2020)
- Shopfront Design Guidance Notes (2018)
- Gravesham Landscape Character Assessment (2009)

Consultations, Publicity and Representations

KCC – Highways

I refer to the above planning application and confirm that provided the following requirements are secured by condition or planning obligation, then I would raise no objection on behalf of the local highway authority:-

The maximum value of luminance must not exceed the maximum permitted values for the relevant zone given in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The zones and their corresponding maximum level of luminance are detailed below:

Size of Advert/Sign - Up to 10m²:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – 100 cdm-2
- * Zone E2 (Rural; low district brightness) – 400 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 600 cdm-2
- * Zone E4 (Urban; High district brightness) – 600 cdm-2

Size of Advert/Sign - Over 10m²:

- * Zone E0 (Protected; dark) - 0 cdm-2
- * Zone E1 (Natural; intrinsically dark) – n/a
- * Zone E2 (Rural; low district brightness) – 200 cdm-2
- * Zone E3 (Suburban; Medium district brightness) – 300 cdm-2
- * Zone E4 (Urban; High district brightness) – 300 cdm-2

All measurements are in Candelas per metre squared

Informative: It is important to note that planning permission does not convey any approval to carry out works on or affecting the public highway.

Dickens Protection Society

In general, the society has no concerns regarding the proposed signage. However, the proposed sign 'A' 3.41 x 1.1m painted on the building is in the Society's view excessive.

GBC – Highways Officer

I have no objections, lighting levels are within the guidance issued by the Institution of Lighting Professionals.

GBC - Environmental Protection Team (Regulatory Services)

The potential for light nuisance here is generally low and we therefore agree with the condition proposed by KCC.

Cobham Parish Council

No comments received.

Neighbouring properties

A site notice was displayed and 3 surrounding properties were consulted with an overall expiry date of 28th January 2022. No representations have been received.

The Local Ward Councillors were also consulted and no responses were received.

Analysis

The application is for advertisement consent for illuminated and non-illuminated signs to exterior of building for the period of five years.

The proposals are for:

South elevation

- One new set of signwriting measuring 2.1m wide by 1.11m high;
- One new set of 10mm foamex letters, new trough lights measuring 3m wide by 230mm high;
- One new set of 10mm foamex letters, new trough lights measuring 1.5m wide by 165mm high;
- One new amenity boards with vinyl text measuring 700mm wide and 1.1m high;;
- Three new LED floodlights; and
- Three new downlights.

East elevation

- One new sign written image and text to building measuring 3.24m wide by 2.4m high;
- One new set of 10mm foamex letters, new trough lights measuring 3m wide by 230mm high;
- On new pictorial to existing post, new vinyl details, new linolites measuring 800mm wide and 1.1m high;
- One new amenity boards with vinyl text measuring 700mm wide and 1.1m high;
- Two new amenity boards with vinyl text fixed to existing post sign measuring 600mm wide and 900mm high;
- Two lanterns;
- Five new LED floodlights; and
- One new downlight.

Existing South Elevation

Proposal South Elevations



Gravesham Borough Council

Existing East Elevations



Proposed East Elevations



Looking at the existing signage, the proposed signage and lighting replaces a lot of the existing, with the additional signage being on the south elevation of the single storey element being painted directly onto the brickwork and the additional first floor lights are floodlights pointing downwards to only illuminate the building.

The principal issues are amenity and public safety as well as the impact on the Green Belt and Meopham Downs Landscape Character Area.

Amenity

Saved Policy TC8 of the Local Plan First Review 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.*

Area Policy 7 of the Advertisement Control Policy Guidance (2020) states that advertisement displays should be sympathetic to the appearance of the building and should not be over an over-intrusive feature in the streetscene or locality and should be cause or add to an impression of clutter on a building.

The proposed fascia signage would be of a similar size to the existing signs and the additional brickwork painted sign is not excessive in its context.

It is considered that the proposed replacement and additional signage are not excessive and would not detract from the building or result in any visual harm.

As such the proposal would be acceptable in terms of visual amenity and would not detract from the original building or have a detrimental impact on the Green Belt or Meopham Downs Landscape Character Area. As such the proposal would accord with Policy CS19 of the Local Plan Core Strategy and saved Policy TC8 of the Local Plan First Review.

Light Pollution

Saved Policy TC8 of the Local Plan First Review 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.*

The site is within the rural area, within the Green Belt and within the Meopham Downs Landscape Character Area and as such Area Policy 6 of the Advertisement Control Policy Guidance (2020) applies which states that *In the countryside, advertisements will be resisted unless a strong case can be made for their display.*

The majority of the proposal replaces the existing signage and lights. There would be 5no. floodlights on the south facing elevation and only one additional floodlight on the east facing elevation. Two of the existing floodlights above the porch are being removed and two new floodlights are to be located on the front gable wall. All the floodlights would be positioned downwards to light the walls only.

The 6no. existing lanterns are to be replaced with new lanterns on the east elevation and 3no. downlights on the east elevation and 1no. downlight on the south elevation. There would be a reduction of 2no. lanterns. There would be 3no. foamex letters with trough lighting and the pictorial signs would have linolites. These are replacements of the existing.

Therefore in terms of additional lighting, it is not considered to be a detrimental increase over the existing and would accord with Policy CS19 of the Local Plan Core Strategy, saved Policy TC8 of the Local Plan First Review and

Public Safety

Area Policy 8 of the Advertisement Control Policy Guidance (2020) states that advertisement should not obstruct visibility, interfere with the interpretation of road sign or traffic signals, or distract the attention of drivers.

The proposed signs and lighting are not considered to be of such a size, prominence or location that they would have a harmful impact on public safety. The building is set approximately 5.6m from the highway at its closest, is not located near any traffic signals and all of the proposed lighting is static, with the majority of the signage and lighting replacing the existing.

As such it is considered that the proposal would accord with saved Policy TC8 of the Gravesham Local Plan First Review (1994) and Supplementary planning guidance 3: Advertisement control policy guidelines (2020).

Impact on Landscape

Section 15 of the NPPF (2021) highlights the importance of conserving and enhancing the natural environment, one aspect of which is the protection and enhancement of valued landscapes. Policy CS12 (LPCS) seeks to protect the Green infrastructure within the Borough and states that the overall landscape character and valued landscapes will be conserved, restored and enhanced and the greatest weight will be given to the conservation and enhancement of the landscape and natural beauty of the Kent Downs AONB and its setting.

The application site is located within the Meopham Downs Landscape Character Area which is a dominant settlement on the urban edge of Gravesend. The topography is very undulating rising from north to south with small arable fields. The condition is poor and the guidelines are to restore and create.

Due to the nature of this proposal there will be no direct impact on the landscape character area. As such the proposal would accord with Policy CS12 (LPCS) and Section 15 of the NPPF (2021).

Conclusion

The proposed advertisements are of a size, quantity and design that would be sympathetic to the existing building and would not be harmful to the visual amenity of the area, Green Belt or Meopham Downs Landscape Character Area. As such the proposal would accord with Policy CS19 of the Gravesham Local Plan Core Strategy (2014), saved Policy TC8 of the Gravesham Local Plan First Review (1994), paragraph 136 and Sections 13 and 15 of the National Planning Policy Framework (2021), Supplementary planning guidance 3: Advertisement control policy guidelines (2020) and Gravesham Borough Council Shop Front Design guidance notes (2018).

Recommendation:

Permission

(Subject to Conditions)

See draft Decision

Case Officer:	Mrs Amanda Grout	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	25 th February 2022	Dated:	02 March 2022