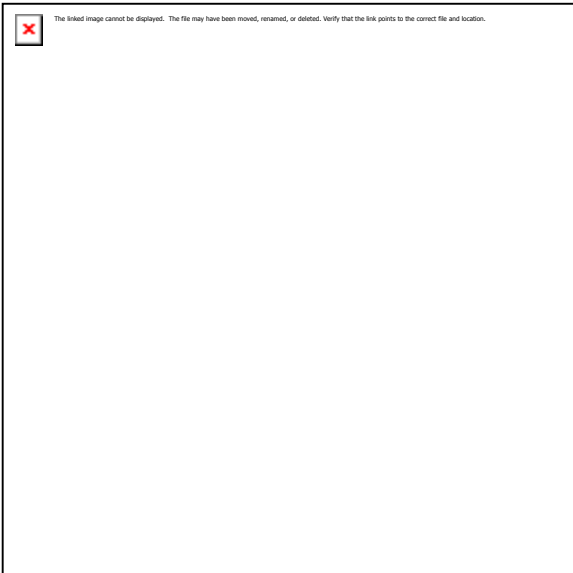




Delegated Report

Planning Application

Planning Application No: 20211579

Location: 29 - 30 And 28 St Georges Square Gravesend Kent DA11 0TB

Description: Application for consent to display of 10no. non-illuminated fascia signs, 2no. illuminated fascia signs, and 1no. non-illuminated projecting blade sign for the period of five years.

Applicant: Reef Group

Site Visit Date: 10/01/2022

Submitted Documents/Plans

- Application form received 24/12/2021;
- Drawing No: PL.18.01 (Site Location Map) Received 24/12/2021;
- Drawing No: PL.18.02 (Proposed Visualisation Unit 18-19) Received 24/12/2021;
- Drawing No: PL.18.03 (Proposed Visualisation Unit 20) Received 24/12/2021;
- Drawing No: PL.18.05 (Existing Elevation Unit 18-19) Received 24/12/2021;
- Drawing No: PL.18.06 (Existing Elevation Unit 20) Received 24/12/2021;
- Drawing No: PL.18.07 (Proposed Elevations Unit 18-19) Received 24/12/2021;
- Drawing No: PL.18.08 (Proposed Elevation Unit 20) Received 24/12/2021;
- Drawing No: PL.18.09 (Proposed Signage Unit 18-19) Received 24/12/2021;
- Drawing No: PL.18.10 (Proposed Signage Unit 18-19) Received 24/12/2021;
- Drawing No: PL.18.11 (Proposed Signage Unit 20) Received 24/12/2021;
- Drawing No: PL.18.12 (Proposed Signage Unit 20) Received 24/12/2021 and;
- Drawing No: PL.18.13 (Proposed signage Unit 20) Received 24/12/2021.

Relevant Planning History

Reference	Description	Outcome	Decision Date
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20190958	Display of 7no. non-illuminated fascia signs.	Consent	01.11.2019
20211051	Application for change of use of Units 18-19 from Retail (Use Class E) to Art Gallery (Use Class F1) , Co-Working Space (Use Class E) and external alterations to Units 18-19 and Unit 20.	Permitted	21.10.2021

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS02 – Scale & Distribution of Development
- CS08 – Retail, Leisure and the Hierarchy of Centres
- CS19 - Development & Design Principles

Saved Policies in the Gravesham Local Plan First Review (November 1994):

- TC8 – Advertisement Control

Other material considerations

National Planning Policy Framework (2021)

- Section 2 – Achieving sustainable development
- Section 12 – Achieving well-designed places

Supplementary Planning Guidance

- Advertisement Control Policy Guidance (2020)
- Shopfront Design Guidance Notes (2018)

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. A Regulation 18 (stage 2) consultation is underway in regard to the Emerging Local Plan Partial Review, Site Allocations and Development Management Policies (until 31 December 2020). The early stage of these documents means they are not afforded any significant weight as part of the assessment of this application.

Consultations, Publicity and Representations

GBC – Highway Officer

“I have no objections, the signs are remote from the highway and lighting levels for the illuminated signs are within the limits set by the Institution of Lighting Professionals”

KCC – Highways & Transportation

No objections

Neighbouring properties

The application was advertised by way of letter to Seven surrounding properties. The consultation period expired on 1st February 2022 and no comments were received.

Analysis

The application site comprises units 18-19 and Unit 20 which are situated in Gravesend Town Centre. The sites are currently vacant and fall under Use Class E which falls under Commercial, Service and Business.

The proposal seeks Advertisement consent for the installation of 2 x Illuminated fascia Signs, 10 x non illuminated fascia signs and 1 non illuminated projecting blade sign on the northern elevations of the above units.

The signs will be installed at the top of the shop fronts and approx. 2.3m above the ground level. The signage is considered to be acceptably designed and compliant with Saved Local Plan Policy TC8 and Gravesham Advertisement Control Policy Guidelines SPD (2020).

Amenity

The proposal is acceptable in terms of visual amenity and would appear out of character or impact the Gravesend Town Centre. As such the proposal would accord with Policies CS19 and CS08 of the Local Plan Core Strategy and saved Policy TC8 of the Local Plan First Review.

Public Safety

The proposed signs are not considered to be of such a size, prominence or location that they would have a harmful impact on public safety.

Conclusion

The proposed advertisements are of a size, quantity and design that would not appear out of character in the town centre area nor harmful to the visual amenity of the area. As such the proposal would accord with Policies CS19 and CS08 of the Gravesham Local Plan Core Strategy (2014), saved Policy TC8 of the Gravesham Local Plan First Review (1994), paragraph 132 and section 16 of the National Planning Policy Framework (2020), Supplementary planning guidance 3: Advertisement control policy guidelines (November 1996) and Gravesham Borough Council Shop Front Design guidance notes (2018).

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Sharon Sahota	Team Leader:	Richard Hart
Signed:		Signed:	<i>R Hart</i>
Dated:	9 th February 2022	Dated:	21st February 2022