



Delegated Report

Advertisement Consent Application

Planning Application No: 20231048

Location: 1 King Street Gravesend Kent DA12 2EB

Description: Installation of individually lit lettering to read `STARBUCKS` mounted vertically to external brickwork at entrance; two internally illuminated projecting signs double sided with Starbucks brand siren to both faces mounted externally on the King Street and High Street elevations and two individual Starbucks logos, one above entrance door and one in window.

Applicant: Mr A Yadev

Site Visit Date: 19 January 2024

Submitted Documents/Plans

- Application form;
- Drawing no. ST/GE/PRO/EL/1123 – Proposed External Elevations;
- Drawing no. ST/GE/EXEL/1023 – Existing External Elevations;
- Location Plan;
- Site Plan;
- Presentation for Starbucks; and
- Heritage Statement.

Relevant Planning History

Reference	Description	Decision	Decision Date
20191051	subdivision of the existing retail units at ground floor to provide 2 x new retail units, 1 x D2 Leisure together with the conversion and extensions of the upper floors. These will incorporate 1 office, and 35 residential units ranging from studio, 1 bed and 2 beds, as well as associated amenity, landscaping, parking, waste and cycle storage.	Permitted	05.07.2021

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

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

Gravesham Local Plan: First Review (1994)

- TC2 – Listed Buildings
- TC3 – Conservation Areas

- TC8 – Advertisement Control

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.

Other material considerations

Under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, the Council has a statutory duty in considering whether to grant planning permission for development which affects a listed building or its setting to 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(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, states that with respect to buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

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

- SPG3: Advertisement Control policy guidelines (1996, amended 2020)
- High Street & Queen Street Conservation Area Character Appraisal (2009)
- Management Plan Gravesend Town Centre Conservation Areas (2009)

Informal Guidance

- Shopfront design sheet 5: Signs and advertisement; fascia, projecting signs, lettering and lighting (2020)
- The Brightness of Illuminated Advertisements (Professional Lighting Guide 05) (2014).

Consultations, Publicity and Representations

Consultees

GBC Highways Officer

The proposals give some concern and so reference is made to the Institution of Lighting Professionals Professional Lighting Guide 05/23 The Brightness of Illuminated Advertisements including Digital displays.

First, we need to consider the environmental zone, Zone E3 would appear to be the most appropriate. As I would consider Gravesend is not a large town or city centre and has limited night time activity, being primarily public houses, a council operated theatre and some restaurants. This limits night time illumination to 300cd/m². (The same applies to a Zone E4 for signs up to 20m²). The daytime illuminance levels can be considerably higher and varies according to the daylight ambient illuminance.

The applicant will have to modify the signs to reduce the lighting levels to appropriate levels during the hours of darkness and be switch off when the coffee house is closed.

The suggested ILPE conditions were recently circulated which hopefully provides all the necessary controls.

No response from

- GBC Conservation Officer

Neighbouring properties

21 surrounding properties were consulted plus site and press notices – overall consultation period ended on 8th January 2024. No comments received.

Officer's Analysis

The application site consists of a three storey building on the junction with the High Street. The ground floor is split into two units, one is a Starbucks coffee shop, the other is currently empty. The Starbucks has its main elevation fronting onto the High Street but there is a small element which fronts onto King Street. The site is situated in the High Street and Queen Street Conservation Area and opposite the grade II listed 30 King Street.

The proposal (which has already been installed) is for Advertisement Consent for the installation of individually lit lettering to read `STARBUCKS` mounted vertically to external brickwork at entrance; two internally illuminated projecting signs double sided with Starbucks brand siren to both faces mounted externally on the King Street and High Street elevations and two individual Starbucks logos, one above entrance door and one in window.

The principle considerations in the assessment of an Advertisement Consent application are:

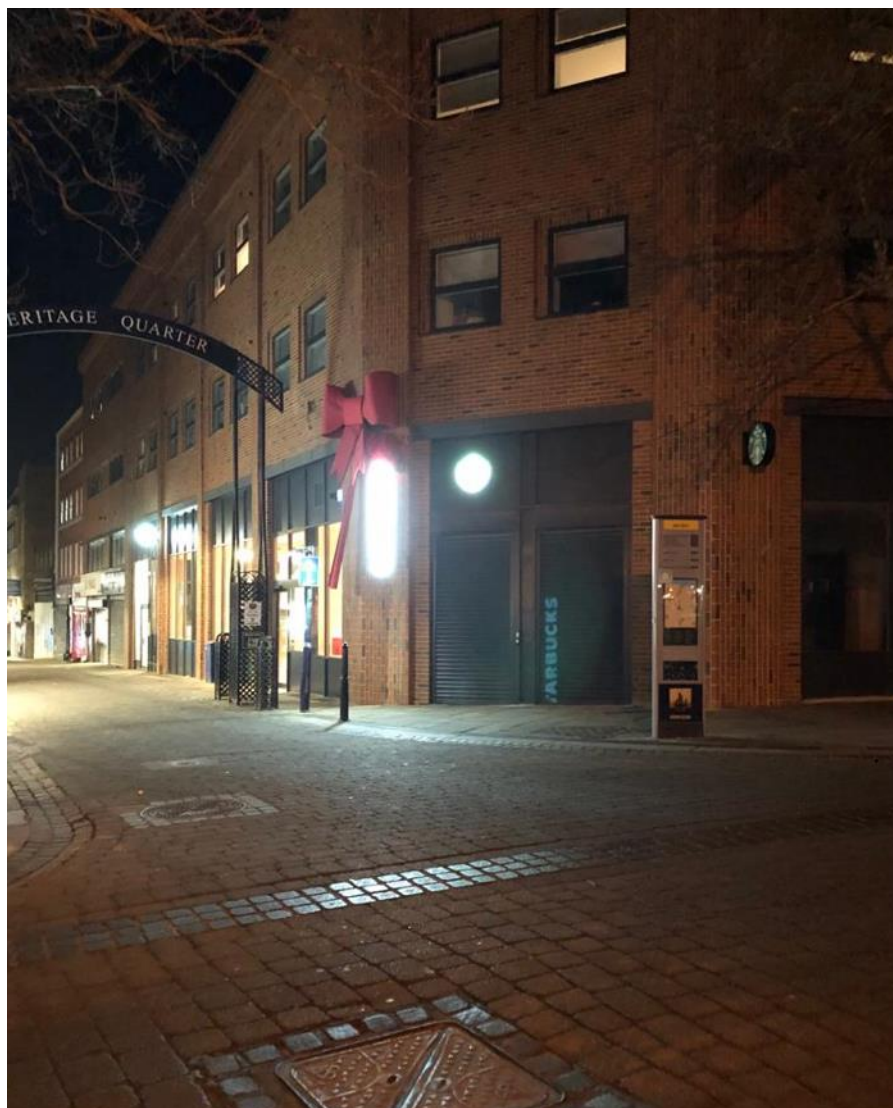
- Amenity; and
- Public Safety.

At a national level the 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 (LPFR) 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 (LPCS) and saved Policies TC2 & 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 (November 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 proposed signage which has already been installed is as follows:





The signage is considered simple, modern, uncluttered and appropriately designed to the modern re-furbished external elevation of the host building. It is considered to be in keeping with its design and character of the host building and has preserved the character and appearance of the High Street and Queen Street Conservation Area. There would be no impact on the setting of the grade II listed no. 30 King Street opposite.

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 mostly pedestrianised street there would be limited impact on traffic safety and with the fascia and projecting signs being located above head height there would be no impact on pedestrian safety. The Highways Officer has raised concerns with the luminance of the signs but the site was visited when it was dark and it was considered that the light from the signs was in no way excessive and certainly no more than any other illuminated sign in the town centre.

Conclusion & Recommendation

The proposed signage which has already been installed is considered acceptable in respect of amenity and public safety and would preserve the character and appearance of the High Street and Queen Street Conservation Area and would not impact on the setting of the grade II listed no. 30 King Street opposite.

Recommendation – Advertisement Consent

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Ms Rebecca Harrison	Team Leader:	Richard Hart
Signed:	<i>Rebecca Harrison</i>	Signed:	<i>R Hart</i>
Dated:	29th January 2024	Dated:	30th January 2024