



Delegated Report

Advertisement Consent

Planning Application No: 20220486

Location: Happy Shopper 9 The Hive Northfleet Gravesend

Description: Application for consent for internally illuminated Free Cash Withdrawals sign above the ATM and Blue LED halo illumination to the surround

Applicant: Mr James Williams, Notemachine UK Ltd

Site Visit Date: 06 October 2022

Submitted Documents/Plans

Consent to display advertisement application form;
Drawing no. T020864_PE Existing layout and elevation;
Drawing no. T020864_AI Proposed layout and elevation;
Drawing no. NM_GA-F2 Proposed elevations of sign;
Red line site boundary plan; and
Design & Access Statement.

Procedural issues

Drawing no. NM_GA-F2 does not include a scale bar. However as the sign has already been installed, it is possible to determine the application despite this omission.

Relevant Planning History

Reference	Description	Decision	Decision Date
20220485	Retrospective application for the installation of an ATM installed through a secure panel to the left hand side of the shop front	Pending consideration	

Development Plan

Gravesham Local Plan Core Strategy (September 2014):

- CS01 – Sustainable Development
- CS11 – Transport
- CS19 – Development & Design Principles

Gravesham Local Plan: First Review (1994)

- TC8 – Advertisement Consent

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.

National Planning Policy Framework (2021)

- 2 – Achieving Sustainable Development
- 12 – Achieving sustainable development and well-designed places

Supplementary Planning Guidance

- Supplementary Planning Guidance 3 – Advertisement control policy guidelines (adopted 1996 amended April 2020)

Consultations, Publicity and Representations

GBC – Highways Officer

I have no highway objections, the level of illumination of the ATM is within the guidance issued by the Institution of Lighting Professionals.

GBC – Environmental Protection Team (Regulatory Services)

After reviewing the application we have no concerns that LED lighting for the ATM would cause light nuisance to residents. We therefore have no comments to provide.

Neighbouring properties

The application was publicised to eight neighbouring properties by letter. No representations have been received. The consultation period expired on 20 October 2022.

Officer's Analysis

Proposal

Advertisement consent is sought for one internally illuminated fascia sign of 0.35 metres (height) x 0.73 metres (width) x 0.04 metres (depth) located within the front elevation of the application building. The total area of the sign is 0.26 square metres and the maximum illumination level is 100 cd/m² (static illumination). The sign has already been installed;



Image taken 06 October 2022

Introduction

Applications for advertisement consent are considered in relation to two main issues - amenity and public safety. An additional material consideration is the relevant national and local policy and other relevant

planning decisions.

The National Planning Policy Framework (NPPF 2021) 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 136). At a local level, Saved Policy TC8 of the Gravesham Local Plan First Review 1994 requires applications to be examined in the light of the Borough Council's adopted policy guidelines for advertisement control (SPG3) and states that displays which are detrimental to public safety or amenity will be resisted.

SPG 3 Advertisement Control Policy Guidelines (April 2020) divides the Borough into different areas and the application site falls within the category of 'Local shopping centres'. In this area, the guidelines, through Policy 2, generally accept advertisements if they generally relate to the premises on which they are displayed. They allow illumination where adequately screened from residential property or are essential to the operation of the business, open after normal shopping hours. This guidance also supports the adopted development plan policy which requires adverts to be sympathetic to the building or land on which they are displayed, that they should not add clutter and should not be detrimental to public safety.

Visual Impact - Impact on Local Amenity

It is considered that the proposed signage would be subservient to the size of the application building and would not be excessive or appear cluttered on the shopfront. The proposed materials and design would not be out of character with the existing building.

The application site is located in a local shopping centre, where there are numerous existing signs, the majority of which are non-illuminated but at night the area is illuminated by street lighting. In the wider area surrounding the application site, there are numerous illuminated fascia signs.

The GBC Environmental Protection Team (Regulatory Services) have stated that they have no concerns that the LED lighting for the ATM would cause light nuisance to residents. There are several residential properties surrounding the application site, many of which do not have a direct view of the proposed advertisement, by virtue of being located above it. Nos. 21 to 62 The Hive are located opposite but due to the separation between the buildings and to the location and design of the sign, there would be no detriment to the residential amenity of its occupiers.

Overall it is considered that the proposed sign would be acceptable in visual amenity terms and can be supported on amenity grounds. Therefore the proposed development would be in line with Policy CS19 of the Gravesham Local Plan Core Strategy (September 2014), Saved Policy TC8 of the Gravesham Local Plan First Review (November 1994), paragraph 136 of the NPPF 2021 and the adopted Advertisement Control Policy Guidelines (SPG3).

Public/Highway safety

In respect of the impact of the proposed signage on public and highway safety, the GBC Highways Officer is satisfied with the intensity of the illumination for the proposed sign and it is noted that the sign is located in an area where there is no vehicle access.

It is not considered that the advertisement would obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers. In public/highway safety terms the signage is therefore in line with Policy CS11 of the Gravesham Local Plan Core Strategy (September 2014), Saved Policy TC8 of the Gravesham Local Plan First Review (November 1994), paragraph 136 of the NPPF 2021 and the adopted Advertisement Control Policy Guidelines (SPG3).

Suggested conditions

Five standard conditions

Maximum level of illumination of 100 cd m²

Conclusion & Recommendation

The proposal would comply with local and national planning policies and subject to the conditions set out above, the proposal would be acceptable.

Advertisement consent subject to conditions is recommended.

(For detailed conditions and informatives, see draft Decision)

Case Officer:	Mrs Kelly Joyce	Team Leader:	Miss Faye Hobbs
Signed:		Signed:	
Dated:	1st November 2022	Dated:	02 November 2022