



Delegated Report

Application No: 20211167

Location: 5 - 10 New Road, Gravesend, Kent, DA11 0AA

Description: Application for consent to display an externally illuminated fascia sign and an internally illuminated projecting sign.

Applicant: DS Group

Site Visit Date: Desktop assessment

Submitted Documents/Plans

The applicant has submitted the following in support of the application:

Application form received 22 September 2021;
OS Plan received 3 November 2021; and
Drawing no. GDK-GRV-86.E.02 Rev. (D) (Existing and Proposed Shopfront Elevations received 22 November 2021.

Relevant Planning History

There are a large number of advertisement applications relating to the property going back to the 1970s. The most recent and relevant are included below:

Application No.	Description	Status	Decision
20200274	Entrance fascia signage to include 2 no. projection signs and 2 no. flex box sign and window graphics	Consent	29.07.2020

Development Plan

Gravesham Local Plan Core Strategy 2014
CS19 – Design and Development Principles

Saved Policies in the Gravesham Local Plan First Review 1994
TC8 – Advertisement Consent
T1 – Impact of Development on the Highway Network

Paragraph 33 of the NPPF 2021 sets out that those 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 the review 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 a sufficient land supply exists to meet this need. Whilst saved policies from the Local Plan First Review 1994 generally conform with the NPPF 2021, the Council will also seek to replace these saved policies via the emerging Local Plan.

Other Material Considerations

National Planning Policy Framework 2021

Section 2 – Achieving sustainable development

Section 9 – Promoting sustainable transport

Section 12 – Achieving well-designed places

Supplementary Guidance

Supplementary Planning Guidance 3 – Advertisement control policy guidelines 2020

Consultations, Publicity and Representations

GBC Environmental Protection (Regulatory Services)

Artificial lighting can cause a statutory nuisance under the Environmental Protection Act 1990. It is important that the applicants are not permitted to install external lighting that illuminates anything other than the ground within the curtilage of their business, in order to assist in preventing a nuisance from occurring to residents or other businesses.

GBC Highways

This is a town centre location and with lighting levels not exceeding 300cd/m² there are no issues regarding lighting. However as one sign will project over the highway, the applicant should consult the Highway Authority (KCC) to determine if a licence is required and any special requirements that will need to be addressed?

It is recommended that any projecting sign should be above 2.5 metres to the bottom edge above footway level (Sustrans recommends 2.4m as a minimum) and fitted with a secondary fixing to ensure it cannot fall if knocked by a passing vehicle.

Neighbouring properties

The application has been advertised by individual neighbour letters to 7 properties. The consultation period expired on 15 December 2021.

No letters of representation have been received.

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

Analysis

Paragraph 136 of the NPPF 2021 sets out that poorly sited and designed advertisements can have a negative impact on the quality and character of an area and that advertisements should be subject only to control in the interests of amenity and public safety, taking account of cumulative impacts.

The local interpretation of this policy approach is set out in Saved Policy TC8 of the Gravesham Local Plan 1994. This policy sets out that applications for advertisement consent will be

determined with reference to the adopted SPG3 policy guidelines for advertisement control and that if displays are detrimental to public safety or to amenity, they will be resisted. In relation to the application site, which lies within the town centre, Policies 1, 7 and 8 of the Council's SPG3 apply.

Policy 1 sets out that advertisements, including illuminated advertisements, will generally be acceptable on business premises in the town centre shopping area. However, the Borough Council will wish to see that displays are well designed and attractive.

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

Policy 8 sets out those advertisements should not obstruct visibility, interfere with the interpretation of road signs or traffic signals, or distract the attention of drivers.

As such, the principle issues in the determination of this application are whether it is acceptable in principle to have an illuminated advertisements at the application site, and if so whether the proposed advertisements would be appropriate in amenity and public and highway safety terms.

Appropriateness in principle

The proposed signage would be positioned on the shopfront of the application property, which is located in Gravesend Town Centre. The proposed signage comprises a black fascia with individually located letters on a non-illuminated back panel with a soft LED uplight below. There will also be an internally illuminated projecting sign.

In line with SPG3 Policy 1 above, the proposed illuminated signage is acceptable and in keeping with other commercial signage in the town centre.

It is therefore considered that the principle of the advertisement in this location is acceptable. An assessment now needs to be made regarding amenity, and public and highway safety.

Amenity

Policy 7 sets out that advertisement displays will be expected to be sympathetic to the appearance of the building or land on which they are displayed and should not be an over-intrusive feature in the street scene or locality; they should not cause or add to an impression or clutter on a building or other land.

The proposed advertisements will have a minimal impact on the amenity of any surrounding properties, due to the location of the property away from residential properties. The town centre location is an area with a plethora of commercial signage; the proposal is in keeping with these surroundings and is not considered to provide excessive clutter on either the application building itself, or within the wider area.

As such, it is considered that proposed development would be in line with Saved Policy TC8 of the Local Plan 1994, the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 136 of the NPPF 2021.

Public and highway safety

As set out in Policy 8, it is important that signage does not become a distraction for road users, which is not an issue in this case as the site is within a pedestrianised area.

Artificial lighting can cause a statutory nuisance. It would be appropriate to include an informative to remind the applicant that external lighting should not illuminate anything other than the ground within the curtilage of their business, in order to assist in preventing a nuisance from occurring to residents or other businesses.

This is a town centre location and with lighting levels not exceeding 300cd/m² there are no issues regarding lighting. However, as one sign will project over the highway, an informative should be added to remind the applicant to consult the Highway Authority (KCC) to determine if a licence is required and if there are any special requirements that will need to be addressed.

The projecting sign will be above 2.5m high and therefore clear of passing vehicles and pedestrians. An informative should be included to recommend that the projecting sign should be fitted with a secondary fixing to ensure it cannot fall if knocked by a passing vehicle.

Overall, it is considered that the proposed signage would be acceptable in public safety terms and would be in line with Saved Policy TC8 of the Local Plan 1994, Policy 8 of the Council's adopted Advertisement Control Policy Guidelines (SPG3) and paragraph 136 of the NPPF 2021.

Conclusion

The proposed signage would be in keeping with the type of signage in this town centre area and subject to the imposition of conditions, would have no adverse impacts on residential amenity or on public and highway safety.

Recommendation:

Grant consent subject to standard advert conditions.

See draft Decision.

Case Officer: Katherine Parkin	Team Leader: Richard Hart
Signed: <i>K. Parkin</i>	Signed: <i>R Hart</i>
Dated: 12/01/2022	Dated: 13 th January 2022