

2.8 REFERENCE NO - 16/507299/LBC			
APPLICATION PROPOSAL Listed Building Consent for 1 x Non Illuminated Aluminum Fascia Letters			
ADDRESS 7 Market Place Faversham Kent ME13 7AG			
RECOMMENDATION: Grant subject to clarification from the agent regarding removal of the existing lamp units			
SUMMARY OF REASONS FOR RECOMMENDATION: the proposal meets the clear advisory guideline that the design should reflect the character of the building and that appropriate materials must be used and be of a high standard			
REASON FOR REFERRAL TO COMMITTEE: Faversham Town Council objection			
WARD Abbey	PARISH/TOWN COUNCIL Faversham Town	APPLICANT Mr Blyth AGENT Blaze Signs Ltd	
DECISION DUE DATE 06/12/16	PUBLICITY EXPIRY DATE 25/11/16		
RELEVANT PLANNING HISTORY (including appeals and relevant history on adjoining sites):			
App No	Proposal	Decision	Date
16/504648ADV & 16/504649/LBC	Applications for installation of 1x set of halo illuminated Connells letters and 1x set of non illuminated Connells letters	REFUSED	04.08.16

1.0 DESCRIPTION OF SITE

- 1.01 7 Market Place is a grade II listed building centrally located within the town centre of Faversham. It is currently occupied by Connells Estate Agents (who have erected a temporary sign on the building). It has been in this use since 2003 to the ground floor with residential accommodation above.
- 1.02 The site is within the built-up area boundary and within the Faversham conservation area.

2.0 PROPOSAL

- 2.01 1 x set of red CONNELLS letters attached to the existing white rendered background of a maximum 400mm in height and 1855mm in width central within the 4635mm background. The existing cowl lights are shown to be retained.
- 2.02 The lettering proposed is formed in 3mm deep cut letters set 6mm off the fascia fabricated in aluminium.
- 2.03 The application simply seeks listed building consent for the lettering as express advertisement consent is not required for the non-illuminated signage proposed. The application drawings still show the existing lamp units either side of the fascia and I am therefore seeking clarification from the applicant that these will now be removed, as was proposed in the previous refused applications.

3.0 PLANNING CONSTRAINTS

Potential Archaeological Importance
Conservation Area Faversham

Listed Buildings MBC and SBC Ref Number: 1199/SW

Description: G II 7 AND 7A, MARKET PLACE, FAVERSHAM, ME13 7AG

Listed Buildings MBC and SBC Ref Number: 1198/SW

Description: G II* 5 AND 6, MARKET PLACE, FAVERSHAM, ME13 7AG

Section 52 S52-5

4.0 POLICY AND OTHER CONSIDERATIONS

National Planning Practice Guidance (NPPG): in relation to adverts

Development Plan: Saved policies E1, E14, E15 and E23 of the Swale Borough
Local Plan 2008

Supplementary Planning Documents (SPG): The design of shopfronts, signs and advertisements.

5.0 LOCAL REPRESENTATIONS

5.01 None received

6.0 CONSULTATIONS

6.01 Faversham Town Council object as they consider that a hand painted sign would be more fitting in the town centre conservation area.

7.0 BACKGROUND PAPERS AND PLANS

Application papers for application 16/507299/LBC

8.0 APPRAISAL

8.01 This submission is made following the earlier refusal for a scheme for illuminated signage on this building. The reason for refusal stated that "The proposed halo illuminated fascia sign by virtue of its scale, location and method of illumination would be harmful to amenity by virtue of the harm caused to the character and appearance of the listed building"

8.02 The halo lighting has now been removed, and the sign consists purely of individual 3mm thick letters set on the rendered background.

8.03 An important consideration in determining this application is the impact of the proposal on the listed building and the Council's adopted Supplementary Planning Guidance: "The design of shopfronts, signs and advertisements". The Council has a statutory duty to pay special attention to protecting the listed building and the conservation Area and there is a strong presumption against granting consent for proposals which cause harm.

8.04 The SPG states that "the use of hand painted signage will normally be required upon listed buildings or within conservation areas"

8.05 I note the objection from the Town Council on the grounds that a "*hand painted sign would be more fitting.*" However, in this case the building is one comprising more than one shopfront and is not of an architectural style that relates to the various

illustrations in the SPG which are primarily of wood construction with delicate wood detailing for the fascias, pilasters, capitals, cornices, cappings and other external features. Therefore in my view a more flexible interpretation of this position is appropriate here.

- 8.06 The shopfronts that the guidelines were primarily drafted to refer to were Regency, Georgian Edwardian or Victorian and in such cases it is expected that the fascia signage would normally be painted. However this does allow for a degree of flexibility to be allowed since the guidelines do also encourage the design of shopfronts of commercial premises to be of a high standard and for corporate images to be discretely interpreted and other solutions to be considered when different materials are used in the design and construction of shopfronts and their host buildings of a more modern style of architecture.
- 8.07 The host building comprises more than one shopfront and at the shopfront level the shopfront is recessed well behind the rear of pavement line and visually defined by simple classically influenced heavily detailed rusticated rendered piers.
- 8.08 The fascia is continuous across the subject shopfront and the adjacent unit. The use of individual letters, as now proposed not backed by the corporate red colour normally associated with the company concerned, is in my view acceptable as the letters will be of a simple clear form on a plain background and the relief offered by this design compliments the bold character and appearance of the building.
- 8.09 The simple design of the sign is reinforced by the sign being set in a central position and this respects the symmetry of the shopfront whereas the existing fascia sign offers an awkwardly composed set of messages on a coloured background that negates the value of the simple plain uncluttered continuous rendered fascia.

9.0 CONCLUSION

- 9.01 In conclusion, the proposal meets the clear advisory guideline that the design should reflect the character of the building and that appropriate materials must be used and be of a high standard.

- 10.0 RECOMMENDATION** – Grant consent subject to clarification from the agent regarding removal of the existing lamp units and the following condition.

CONDITION

- (1) The works to which this consent relates must be begun not later than the expiration of three years beginning with the date on which this consent is granted.

Reason: In pursuance of Section 18 of the Listed Building Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

- NB For full details of all papers submitted with this application please refer to the relevant Public Access pages on the council's website.
The conditions set out in the report may be subject to such reasonable change as is necessary to ensure accuracy and enforceability.