

2.2 REFERENCE NO - 20/502489/ADV		
APPLICATION PROPOSAL Advertisement Consent for 1no. Internally Illuminated Fascia Sign, 1no. Internally Illuminated Projecting Sign, 1no. Non- Illuminated Panel Sign, 1no. Internally Illuminated Freestanding Totem, 1no. Double sided Post Mounted Sign.		
ADDRESS Land At Perry Court London Road Faversham Kent ME13 8YA		
RECOMMENDATION – That delegated powers are given for advertisement consent to be GRANTED , subject to an amendment to the totem sign to reduce the height to 2.5 metres.		
SUMMARY OF REASONS FOR RECOMMENDATION/REASONS FOR REFUSAL The advertisements (as amended) would not cause harm to public safety or amenity.		
REASON FOR REFERRAL TO COMMITTEE The application has been referred to committee by Cllr Ben J Martin and is contrary to comments from Faversham Town Council.		
WARD Watling	PARISH/TOWN COUNCIL Faversham Town	APPLICANT Whitbread Group Plc AGENT Endpoint Limited
DECISION DUE DATE 07/08/20		PUBLICITY EXPIRY DATE 07/07/20

Planning History

15/504264/OUT

Outline application (with all matters reserved other than access into the site) for a mixed use development comprising: up to 310 dwellings; 11,875sqm of B1a floorspace; 3,800sqm of B1b floorspace; 2,850sqm of B1c floorspace; a hotel (use class C1)(up to 3,250sqm) of up to 100 bedrooms including an ancillary restaurant; a care home (use class C2)(up to of 3,800sqm) of up to 60 rooms including all associated ancillary floorspace; a local convenience store (use class A1) of 200sqm; 3 gypsy pitches: internal accesses; associated landscaping and open space; areas of play; a noise attenuation bund north of the M2; vehicular and pedestrian accesses from Ashford Road and Brogdale Road; and all other associated infrastructure.

Approved Decision Date: 27.03.2017

18/502735/FULL

Erection of a new supermarket (Use Class A1) and a hotel (Use Class C1) along with associated accesses, car and cycling parking, lighting, drainage, hard and soft landscaping and associated infrastructure.

Approved Decision Date: 20.02.2020

1. DESCRIPTION OF SITE

- 1.1 The application site relates to a parcel of land at Perry Court, between Brogdale Road and Ashford Road and which is part of a substantial allocated development site that benefits from permission for a mixed residential, commercial, retail and hotel development.
- 1.2 This application is specific to the parcel of land to accommodate the hotel development. This land is sited adjacent to Ashford Road and is raised above the road level. The proposed hotel would be sited fronting the main access road into the Perry Court site,

with a side elevation facing Ashford Road. The building would be separated from Ashford Road by a footpath / cycle path and landscaping.

- 1.3 A line of existing two storey dwellings are sited on the eastern side of Ashford Road facing the development site.
- 1.4 A retail supermarket has been approved on land to the south of the hotel site, a care home has been approved on land to the west, and land to north and further west forms part of a residential development of 310 dwellings with associated open space.

2. PROPOSAL

- 2.1 This application seeks advertisement consent for a range of signs to be installed relating to the hotel. The hotel will be operated by Premier Inn. These signs are as follows –

1 x internally illuminated double sided projecting vertical sign measuring 4.385m x 1.285 metres in size, to be installed on the east side of the building facing Ashford Road

1 x internally illuminated freestanding totem sign measuring 4.5m x 1.34m in size, to be installed adjacent to the roadside leading into the Perry Court development on the southern boundary of the site, approximately 35 metres to the west of the roundabout on Ashford Road.

1 x non illuminated vertical fascia sign measuring 4.385m x 1.19m in size, to be installed on the south facing elevation of the building

1 x internally illuminated horizontal fascia sign measuring 3.03m x 1.2m in size, to be installed immediately above the main entrance to the building on the north facing elevation.

1 x non-illuminated post mounted sign at the car park entrance measuring 1.4m x 0.8m in area.

- 2.2 All the signs, other than the post mounted sign, would be constructed in aluminium, powder coated in purple, with the Premier Inn standard lettering and moon / stars logo in acrylic and vinyl graphics. The illumination (where shown) would be of the lettering and moon / stars logo. The post mounted sign also gives directions for parking and drop off.
- 2.3 Following discussions with the case officer, the applicant has amended the scheme to remove an illuminated fascia sign originally proposed on the west facing elevation of the building, and has also removed illumination of the vertical fascia sign on the south facing elevation of the building.
- 2.4 The applicant has also re-sited the location of the totem sign from the junction on Ashford Road to a location approximately 35 metres to the west. The applicant has also stated that they would be willing to reduce the height of this sign from 4.5m to 2.5m if deemed necessary by the Council. This is discussed later in the report.

3. PLANNING CONSTRAINTS

- 3.1 The site is within the defined built confines of Faversham and is not subject to any specific planning designations of relevance to an application for advertisement consent.

4. POLICY AND CONSIDERATIONS

- 4.1 The National Planning Policy Framework (NPPF) – Paragraph 132 states that the quality and character of places can suffer from poorly sited and designed advertisements. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 4.2 National Planning Practice Guidance (NPPG) - Advertisements
- 4.3 Development Plan: Bearing Fruits 2031: The Swale Borough Local Plan 2017 – Policy DM15 relates specifically to signage. This sets out that advertisements will be designed in a manner that minimise harm to amenity and public safety.
- 4.4 Supplementary Planning Guidance (SPG): The Council has longstanding guidance (pre 1995) for the Design of Shopfronts, Signs and Advertisements. This states that a balance should be sought between commercial requirements and the need to maintain / enhance the quality of the environment, particularly in historic town centres. Adverts should respond to the merits of the building and area in which it is situated. The council will not normally permit adverts outside of town centres, particularly in sensitive areas such as residential areas and open countryside. Illuminated signage should not be too bright and should be appropriate to the area.
- 4.5 As this guidance was produced more than 25 years ago, I would apply some caution to the weight to give it. Whilst it still provides useful guidance some elements (such as the suggestion that signage will not be permitted outside of town centres) is clearly outdated.

5. LOCAL REPRESENTATIONS

- 5.1 3 letters of objection received ,raising the following concerns :-
- The number of signs are excessive
 - No need for the totem sign and the sign on the east facing wall
 - No need for two signs on the north and west facing elevations
 - Impact of signage and light pollution in a residential area
 - Impact of signage on the approach to Faversham

6. CONSULTATIONS

- 6.1 Faversham Town Council object to the excessive number of signs and in particular to the totem sign and double-sided projecting sign at the entrance to a historic town.
- 6.2 Ospringe Parish Council agree with the comments raised by local residents
- 6.3 KCC Highways raise no objection subject to control over the means of illumination of the signage proposed. They also raise no objection to the revised location of the totem sign.

7. APPRAISAL

- 7.1 The signage proposed requires express consent from the Council under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Regulations, NPPF and NPPG on Advertisements make clear that a local planning authority can only consider matters relating to public safety and amenity for advert applications.

Public Safety

- 7.2 Public safety considerations generally centre around highways and pedestrian safety, and whether the signs would cause obstruction or distraction. In this instance, the location and height of the signs proposed would not cause any obstruction to the highway and there is no existing CCTV that would be affected. Where illumination is used, this is static rather than intermittent. KCC Highways do not object on safety grounds, and I consider the proposed signage to be acceptable in this respect.

Amenity

- 7.3 The NPPG on advertisements explains that “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. Local character includes any important scenic, historic, architectural or cultural features, and whether adverts would be in keeping with such features. Policy DM15 of the Local Plan states that adverts will be designed to minimise harm to visual amenity.
- 7.4 In this instance, I would describe the character of the area as predominantly residential. Although the hotel and foodstore under construction would introduce a commercial element to this character, these uses would be largely surrounded by residential development.
- 7.5 The fascia and projecting signs would be attached to the north, east and south facing elevation of the building. Given the large size of the hotel building, I am satisfied that the signs would not dominate the external appearance of the building and would be relatively modest in comparison to it. The illuminated projecting sign on the east elevation would be the most prominent, in an elevated position and facing in both directions on Ashford Road. However as this would be the main approach to the hotel from either Faversham or the motorway, I consider this to be acceptable and appropriate for this commercial operation, and I do not consider the sign to be visually overbearing. I also note that the signs have been sited to provide symmetry with the architectural detailing of the building, and would follow the same height as the frame around the first and second floor windows of the building.
- 7.6 The illuminated fascia on the north elevation is more limited in size than the sign on the east elevation, and in a lower position on the building. The effect of this sign is essentially to highlight the main entrance to the hotel building from the car park to the rear. I am content that the more limited effect of this sign has no wider visual amenity impacts.
- 7.7 The totem sign, as amended, would be located approximately 35 metres to the west of the roundabout on Ashford Road. The sign would be sited adjacent to the southern boundary of the site and by the edge of the main approach road into the wider Perry Court site. In my opinion, this is a better location than the original position for the totem sign on the roundabout junction and in close proximity to the projecting sign on the building. Nonetheless, I remain concerned that the revised position of the totem sign would still result in visual harm if the sign remained at 4.5 metres in height. The totem sign would be prominently located adjacent to the main frontage to the site and in front of the main architectural face of the building. It would also be located within an area designed to provide a tree-lined streetscape on the main access road into Perry Court, and would be visible against other signage on the building.
- 7.8 However, the applicant has stated that they are willing to reduce this sign to 2.5 metres in height. This reduction would make the sign far less prominent and less likely to adversely impact upon the architectural frontage of the building or the approved landscape strategy for the site frontage. In my opinion, a 2.5m totem sign would be

relatively discreet in this location, next to the approved landscaping for the development. As such, subject to the drawings being amended to reduce the totem sign to 2.5 metres, I do not consider that visual harm would arise.

- 7.9 The signage does not include any moving parts and as such would be unlikely to cause noise / aural amenity issues.
- 7.10 The illumination for the signage is stated to be at 120cd/m², which would fall well within maximum permitted values in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' for this suburban / edge of town location.
- 7.11 Although the signs would follow standard commercial design and logos for the Premier Inn, I am satisfied that such standardised signage would not in itself be harmful, given the modern appearance of the building that they would be installed on.

8. CONCLUSION

- 8.1 Subject to the receipt of amended plans to reduce the totem sign to 2.5 metres in height, I consider the advertisements to be acceptable under Policy DM15 of the Local Plan.

9. RECOMMENDATION

That delegated powers are given for Advertisement Consent to be GRANTED, subject to the receipt of amended plans for the totem sign and subject to the following conditions:

- 1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 2) No advertisement shall be sited or displayed so as to:
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 3) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for conditions 1-5: In accordance with the provisions of Regulation 2(1) of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 6) The illuminance levels for the advertisements (where shown to be illuminated) shall not exceed 120 cd/m², and such illumination shall be static and not of the flashing / intermittent type.

Reason: To accord with the levels of illumination submitted with the application and to minimise impacts upon the visual amenities of the area and public safety.

INFORMATIVES

It is the responsibility of the applicant to ensure, before the development hereby approved is commenced, that all necessary highway approvals and consents where required are obtained and that the limits of highway boundary are clearly established in order to avoid any enforcement action being taken by the Highway Authority.

Across the county there are pieces of land next to private homes and gardens that do not look like roads or pavements but are actually part of the road. This is called 'highway land'. Some of this land is owned by The Kent County Council (KCC) whilst some are owned by third party owners. Irrespective of the ownership, this land may have 'highway rights' over the topsoil. Information about how to clarify the highway boundary can be found at:

<https://www.kent.gov.uk/roads-and-travel/what-we-look-after/highway-land/highway-boundary-enquiries>

The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under such legislation and common law. It is therefore important for the applicant to contact KCC Highways and Transportation to progress this aspect of the works prior to commencement on site.

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.

