

TABLED UPDATE FOR ITEM 2.2

20/502489/ADV – Perry Court, Faversham

Further representations received

Following amendment to the location of the totem sign (as referenced in the main report), a re-consultation exercise has been carried out and the following further comments received –

1 neighbour representation received objecting that the level of signage is excessive, will cause additional light pollution and distraction in a residential area, and is not appropriate for a historic market town.

The closing date for comments is 20th August 2020, and I will update Members if any further responses are received.

Further amendments submitted

Members will note the recommendation in the main report to grant Advertisement Consent, subject to a reduction in height of the totem sign to 2.5 metres.

Since this report was written, the applicant has submitted further amended plans that reduce the totem sign to 2 metres in height, and also reduce the size of two other advertisements on the building by 25%. These amendments are listed below as follows –

Totem sign – reduced from 4.5 metres to 2 metre in height

Double side projecting vertical sign on east elevation – reduced from 4.385m x 1.285m to 3.4m x 0.98m in size

Vertical fascia sign on south elevation – reduced from 4.385m x 1.19m to 3.4m x 0.9m in size

As the totem sign has been reduced to a height lower than I had recommended in my report, I consider this to be a positive approach by the applicant to minimise the visual impact of the totem sign.

Likewise, the reduction in the size of the fascia signs is again considered to be a positive approach by the applicant to minimise the visual impact of these signs (which I has considered to be acceptable at their original size).

As the above amendments do not change the location of the signage and reduce the size of some signs, there is no requirement to carry out further re-consultations.

Recommendation

As noted above, if further comments are received I will update Members at the meeting.

As the amendments reduce the size of the advertisements further than I had considered necessary in the main report, I would recommend that advertisement consent is granted.