

<b>2.2 REFERENCE NO – 23/503705/ADV</b>		
<b>APPLICATION PROPOSAL</b> Advertisement consent for 1no. non-illuminated double sided map totem.		
<b>ADDRESS</b> Railway Hotel Preston Street Faversham Kent ME13 8PE		
<b>RECOMMENDATION</b> Delegate to the Head of Planning to grant advertisement consent subject to appropriate safeguarding conditions, with further delegation to the Head of Planning to negotiate the precise wording of conditions, including adding or amending such conditions as may be consequently necessary and appropriate.		
<b>APPLICATION TYPE</b> Advertisements		
<b>REASON FOR REFERRAL TO COMMITTEE</b> The Council is the applicant.		
<b>CASE OFFICER</b> Claire Attaway		
<b>WARD</b> Abbey	<b>PARISH/TOWN COUNCIL</b> Faversham Town	<b>APPLICANT</b> Mrs Eva Harris <b>AGENT</b> Momentum Wayshowing
<b>DATE REGISTERED</b> 06/09/23	<b>TARGET DATE</b> 01/11/23	
<b>BACKGROUND PAPERS AND INFORMATION:</b> <a href="#">23/503705/ADV   Advertisement consent for 1no. non-illuminated double sided map totem.   Railway Hotel Preston Street Faversham Kent ME13 8PE (midkent.gov.uk)</a>		

## 1. SITE LOCATION AND DESCRIPTION

- 1.1 The site comprises of public highway situated within the Faversham Town Conservation Area where most of the surrounding properties are listed. The site is located opposite the train station and in front of the Railway Hotel Public House. There is currently a finger post sign on the corner of the junction of Station Road and Preston Street that will be removed.
- 1.2 There is a large Sycamore tree growing on the corner of the junction which is not protected by a Tree Preservation Order (TPO).

## 2. PLANNING HISTORY

**23/501317/ADV** – Advertisement consent granted for “3 double sided map totems (non-illuminated)”.

## 3. PROPOSED DEVELOPMENT

- 3.1 Advertisement consent is being sought for a double sided (non-illuminated) pedestrian map totem.
- 3.2 The totem, measuring 2.2m high and 0.5m wide x 0.1m deep, will be made from aluminium and finished in deep bronze (Anolok 547) with a digital printed vinyl and a

replaceable glass panel. The black text on a beige background will identify key destinations and visitor attractions that are shown on the maps. The side of each totem will be engraved with a motif featuring the three gold lions from the Faversham Town Council's Coat of Arms.

- 3.3 The siting of the totem approved under planning reference 23/501317/ADV has been identified as having a potential risk of interfering with the roots of this tree. This application therefore proposes an alternative location should this be the case, but only one totem will be installed in this location

#### 4. **CONSULTATION**

- 4.1 Neighbouring occupiers adjoining the site were notified in writing; a site notice was displayed at the application site and the application was advertised in the local newspaper. Full details of representations are available online.

- 4.2 One representation was received in relation to the consultation, supporting the application. Comments were made as follows:

- It is better placed being in the line-of-sight for pedestrians using the zebra crossing.

- 4.3 **Faversham Town Council:** support the application.

#### 5. **REPRESENTATIONS**

- 5.1 **KCC Highways and Transportation:** No objection.

- 5.2 **SBC Conservation:** No objection.

- 5.3 **SBC Tree Consultant:** No objection.

#### 6. **DEVELOPMENT POLICIES**

- 6.1 **Bearing Fruits 2031: The Swale Borough Council Local Plan 2017 - policies:**

**ST3** The Swale settlement strategy

**CP4** Requiring good design

**DM14** General Development Criteria

**DM15** New shopfronts, signs, and advertisements

**DM32** Development involving listed buildings

**DM33** Development affecting a conservation area

- 6.2 **Supplementary Planning Guidance (SPG):**

'The Design of Shopfronts, Signs & Advertisements' and 'Conservation Areas'.

#### 7. **ASSESSMENT**

- 7.1 This application is reported to the Committee because the Council is the applicant. Under the Advertisement Regulations, the only matters that the committee can take into account are as follows:

- Amenity

- Public safety

### **Amenity**

- 7.2 Amenity is usually defined in terms of appearance of the advertisement itself and the characteristics of the area where it is to be displayed but does not include the content or subject matter of the advertisement display. The relevant policies and the Council's SPG entitled 'The design of shopfronts, signs and advertisements' advise that such development should respect the character of the surrounding area and avoid the scenario of creating excessive visual clutter.
- 7.3 The proposed totem has been carefully designed and will assist visitors to the town centre. The existing finger post sign will be removed to avoid an over proliferation of signage within this area. To ensure this takes place, a relevant condition has been recommended. The totem is of the same design as that already approved under planning reference 23/501317/ADV but instead will be positioned by the zebra crossing on Station Road, instead of on the junction of Station Road / Preston Street. As a result, a condition is also recommended to only allow one of these new signs to be installed. The Tree Officer is satisfied that the totem will be sufficiently distanced away from the Sycamore tree to avoid compromising the roots of this tree. As such the proposal is considered to be in accordance with Policies CP4, DM14 and DM15 of the Local Plan.
- 7.4 The Conservation Officer is satisfied that the totems would not be harmful to the visual amenity of the area, and as such will preserve the character and appearance of the conservation area and the setting of the surrounding listed buildings. The proposal is therefore in accordance with Policies DM32 and DM33 of the Local Plan.

### **Public safety**

- 7.5 The proposed totem has been deliberately positioned at a key point where it will be clearly visible to pedestrians. KCC Highways raise no objection to the application on highway safety grounds and have not recommended any conditions.

## **8. CONCLUSION**

- 8.1 The proposal would not result in any harm to amenity or public safety which are the statutory tests here. On the basis of the above, the proposal is considered to be in compliance with policies CP4, DM14, DM15, DM32 and DM33 of the Local Plan and the NPPF.
- 8.2 It is recommended that advertisement consent be granted.

## **9. RECOMMENDATION**

ADVERTISEMENT CONSENT IS GRANTED Subject to the following conditions:

### **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: In accordance with the provisions of Regulation 2(1) of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- (6) The existing 'finger post' directional sign located on the junction of Station Road / Preston Street shall be removed within 1 month of the installation of the 'totem' sign approved under this consent.

Reason: In the interests of visual amenities, to preserve the character and appearance of the conservation area and to preserve the setting of heritage assets.

- (7) This consent shall be an alternative to the advert located on the junction of Station Road / Preston Street granted consent on 26 June 2023 under reference 23/501317/ADV and shall not be in addition thereto, or in combination therewith.

Reason: In the interests of visual amenities, to preserve the character and appearance of the conservation area and to preserve the setting of heritage assets.

## **INFORMATIVES**

It is important to note that planning permission does not convey any approval to carry out works on or affecting the public highway. It is the responsibility of the applicant to ensure, before the development is commenced, that all necessary highway approvals and consents have been obtained and that the limits of the highway boundary have been clearly established, since failure to do so may result in enforcement action being taken by the Highway Authority. The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under the relevant 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.

Guidance for applicants, including information about how to clarify the highway boundary and links to application forms for vehicular crossings and other highway matters, may be found on Kent County Council's website:

<https://www.kent.gov.uk/roads-and-travel/highway-permits-and-licences/highways-permissions-and-technical-guidance>

Alternatively, KCC Highways and Transportation may be contacted by telephone: 03000 418181

### **The Council's approach to the application**

In accordance with paragraph 38 of the National Planning Policy Framework (NPPF), September 2023 the Council takes a positive and proactive approach to development proposals focused on solutions. We work with applicants/agents in a positive and creative way by offering a pre-application advice service, where possible, suggesting solutions to secure a successful outcome and as appropriate, updating applicants / agents of any issues that may arise in the processing of their application.

The application was considered by the Planning Committee where the applicant/agent had the opportunity to speak to the Committee and promote the application.

