

2.2 REFERENCE NO – 23/503582/ADV		
APPLICATION PROPOSAL Advertisement consent for 1no. fascia signs, 9no. totem signs, 2no. plaques, 4no. fence panel sign, 1no. development name sign and 5no. flag poles.		
ADDRESS Land At Wises Lane Borden Kent ME10 1GD		
RECOMMENDATION Delegate to the Head of Planning to grant planning permission 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.		
APPLICATION TYPE Advertisements		
REASON FOR REFERRAL TO COMMITTEE Parish Council objection.		
CASE OFFICER Claire Attaway		
WARD Borden And Grove Park	PARISH/TOWN COUNCIL Borden	APPLICANT Karen Dunn AGENT DHA Planning
DATE REGISTERED 12/09/23	TARGET DATE 07/11/23	
BACKGROUND PAPERS AND INFORMATION 23/503582/ADV Advertisement consent for 1no. fascia signs, 9no. totem signs, 2no. plaques, 4no. fence panel signs, 1no. development name sign and 5no. flag poles. Land At Wises Lane Borden Kent ME10 1GD (midkent.gov.uk)		

1. SITE LOCATION AND DESCRIPTION

- 1.1 The proposal relates to three separate sites that form part of the Wises Lane mixed-use development (17/505711/HYBRID) that is currently under construction. The main site (Site 1) related to this application for advert consent lies alongside/opposite existing housing on Wises Lane and Dental Close and comprises of two show homes (Plots 2 and 3) and a sales cabin with a visitor car park. The second site (Site 2) lies on land in front of dwellings that have been constructed as part of the development referred to above and the third site (Site 3) lies upon land which will, once constructed, lie next to the access road through the development.

2. PLANNING HISTORY

- 2.1 **23/500263/REM** – Approval of reserved matters (Scale, Appearance, Landscaping, Layout) granted on 13.11.2023 for the Sittingbourne Rugby Club and Community Hub including, 2x RFU compliant rugby pitches and associated parking, pursuant to application 17/505711/HYBRID.
- 2.2 **22/504937/REM** – Approval of reserved matters (appearance, landscaping, layout and scale) granted on 6.11.2023 for Phase 1B, 2A, 2B and 2C for the erection of 209no. dwellings including affordable, together with associated access, landscaping, equipped play, drainage, infrastructure and earthworks, pursuant to 17/505711/HYBRID.

- 2.3 **22/504823/REM** – Approval of reserved matters (Layout, Scale, Appearance and Landscaping) granted on 16.08.2023 for the western spine road (Phases 2B & 2C) pursuant to 17/505711/HYBRID.
- 2.4 **21/506308/ADV** – Advertisement consent granted on 11.04.2022 for the installation of two (x2) freestanding non-illuminated aluminium signage boards and two (x2) freestanding non-illuminated flagpole-bound signage flags. This temporary permission expired on 11.04.2023. The Planning Enforcement team is following this up and is a separate matter to the consideration of this current advertisement consent application.
- 2.5 **17/505711/HYBRID** – Appeal against non-determination allowed on 29.04.2021 for outline planning permission (all matters reserved except for access) sought for up to 595 dwellings including affordable housing; a two-form entry primary school with associated outdoor space and vehicle parking; local facilities comprising a Class A1 retail store of up to 480 sq m GIA and up to 560sqm GIA of "flexible use" floorspace that can be used for one or more of the following uses - A1 (retail), A2 (financial and professional services), A3 (restaurants and cafes), D1 (non-residential institutions); a rugby clubhouse / community building of up to 375 sq m GIA, three standard RFU sports pitches and associated vehicle parking; a link road between Borden Lane and Chestnut Street / A249; allotments; and formal and informal open space incorporating SuDS, new planting / landscaping and ecological enhancement works.

Full planning permission is sought for the erection of 80 dwellings including affordable housing, open space, associated access / roads, vehicle parking, associated services, infrastructure, landscaping, and associated SuDS.

For clarity - the total number of dwellings proposed across the site is up to 675.

3. **PROPOSED DEVELOPMENT**

- 3.1 Advertisement consent is sought for various signage for a period of three years. The signs comprise of:

Site 1

- One fascia sign (Item 1) on sales cabin. This is a digitally printed vinyl sign with white text on a blue background and is applied to an aluminium composite panel measuring 6.5m wide x 0.5m high.
- Six totem signs of various sizes located around the visitor car park. These are on digitally printed vinyl with white text on a blue background which is applied to an aluminium composite panel. The main sign (Item A) fronts the road measuring 4.1m high x 1.6m wide. The secondary visitor parking signs (Items B and J) measure 1.25m high x 0.6m wide; the welcome sign (Item C) measures 1.68m high x 1.0m wide; the safety sign (Item D) measures 1.68m high x 1.0m wide and the site plan sign (Item H) measures 1.68m high x 1.0m wide.
- Two plaques (Items 4 and 5) on the show homes. These are wood-effect vinyl signs with silver letters applied to an aluminium composite panel measuring 0.5m wide x 0.2m high.

- Four fence panel signs (Item F) on digitally printed vinyl applied to aluminium composite panels measuring 1.7m wide x 1.1m high with a blue background and white text.
- One development name sign (Item 3). The brushed silver metal letters will be mounted to the flank wall of the showhouse.
- Three flag poles (Item G) consisting of a 5.4m high aluminium post and a blue polyester flag with white text.

Site 2

- One totem sign (Item 6). The digitally printed vinyl sign contains white text on a blue background which is applied to an aluminium composite panel. The directional sign measures 1.68m high x 1.0m wide
- Two flag poles (Item G) consisting of a 5.4m high aluminium post and a blue polyester flag with white text.

Site 3

- Two totem signs. The digitally printed vinyl sign contains white text on a blue background which is applied to an aluminium composite panel. The 5 star sign (Item L) measures 1.25m high x 0.6m wide and the S106 (Item E) sign measures 1.68m high x 1.0m wide.

4. **CONSULTATION**

- 4.1 Two rounds of consultation have been undertaken, first on 13.09.23 when the application was first submitted, and the second on 23.10.23 as the description was amended. During the consultation, letters were sent to neighbouring occupiers and a site notice was displayed at the application site. Full details of representations are available online.
- 4.2 One neighbour representation has been received in relation to the initial consultation raising concern that this signage is already in place.
- 4.3 No neighbour letters of representation were received in relation to the second consultation.
- 4.4 **Borden Parish Council:** Objected to the initial consultation on the following grounds:
- The adverts are already in place
 - The amount and size of the adverts are detrimental to the local environment
- 4.5 Following further consultation, Borden Parish Council made no further comments and confirmed that their initial comments stood.

5. **REPRESENTATIONS**

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

5.2 **Mid Kent Environmental Health:** No objection.

6. **DEVELOPMENT PLAN 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

6.2 **Supplementary Planning Guidance (SPG):** ‘The Design of Shopfronts, Signs & Advertisements’.

7. **ASSESSMENT**

7.1 This application is reported to the Committee because Borden Parish Council has objected to the proposal. Under the Advertisement Regulations, the only matters for consideration are as follows:

- Amenity
- Public safety

Amenity

Visual 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 signage is non-illuminated and strategically positioned to inform and direct potential house buyers visiting the site. The design, and type of signage is broadly comparable to what the Council has permitted elsewhere on such major housing developments.

7.4 It is noted that the third location as set out above is adjacent to where the eastern section of the spine road would pass through the development. Although the spine road benefits from planning permission (and the western section benefits from reserved matters consent), the eastern section does not currently have reserved matters approval. As such, there is the possibility that if consent was granted for these signs then they could in theory be installed without the spine road. This would lead to signage being located in a currently undeveloped part of the site, giving rise to some visual harm. As a result of this, a condition is recommended to require the spine road to be open to vehicular traffic prior to these signs being installed.

7.5 Due to the size of the site relative to the adverts that are being proposed it is not considered that the signage results in an unacceptable level of visual clutter, neither is it harmful to the visual amenity of the surrounding area. It is also taken into account that

this is a temporary consent for three years, as controlled by condition below, and therefore the impacts will be limited. As such the proposal is considered to be in accordance with Policies CP4, DM14 and DM15 of the Local Plan.

Residential amenity

- 7.6 The proposed signs are non-illuminated. The SBC Environmental Health team raises no objection in terms of residential nuisance. On this basis, the temporary signage is not considered to cause significant harm to residential amenity and is considered to be in accordance with Policy DM14 of the Local Plan.

Public safety

- 7.7 The signage is situated alongside the roadside boundary and as such is visible to passing traffic. KCC Highways raise no objection to the application on highway grounds and have not recommended any conditions.

8. **CONCLUSION**

- 8.1 This application proposes temporary signage in relation to the consented housing development. The amount of signage does not result in an over proliferation of signage within this area and does not have an unacceptable detrimental impact upon either visual and residential amenity, nor result in any harm to highway safety, which are the statutory tests here. The signage therefore complies with policies DM14 and DM15 of the Local Plan and the NPPF.

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 advertisements hereby permitted shall be removed no later than 3 years beginning with the date on which the consent is granted.

Reason: In the interests of visual amenity.

- (7) The signs labelled as 'E' and 'L' shall not be installed until the section of the spine road (as approved under 17/505711/HYBRID) adjacent to where the signs are located has been constructed and is open to vehicular traffic.

Reason: In the interests of visual amenity.

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.

