

**PLANNING COMMITTEE – 17<sup>th</sup> July 2025****PART 2**

Report of the Head of Planning

**PART 2**Applications for which **PERMISSION** is recommended

<b>2.1 REFERENCE NO - 24/501839/ADV</b>		
<b>PROPOSAL</b> Advertisement Consent for 2 x non illuminated fascia signs		
<b>SITE LOCATION</b> Hooks Hole Farm School Lane Borden Sittingbourne Kent ME9 8DA		
<b>RECOMMENDATION</b> Delegate to the Head of Planning to grant advertisement consent subject to appropriate safeguarding conditions as set out in the report, with further delegation to the Head of Planning to negotiate the precise wording of conditions, including adding or amending such conditions as may be necessary and appropriate.		
<b>APPLICATION TYPE</b> Advertisement Consent		
<b>REASON FOR REFERRAL TO COMMITTEE</b> This application is reported to the Committee at the request of Cllr Baldock and on the basis that the recommendation is contrary to the view of Borden Parish Council, who have specifically requested the application be decided by the Planning Committee.		
<b>CASE OFFICER</b> Andrew Gambrill		
<b>WARD</b> Borden and Grove Park	<b>PARISH/TOWN COUNCIL</b> Borden	<b>APPLICANT</b> Paul Scriven <b>AGENT</b> DHA Planning
<b>DECISION DUE DATE</b> 11.07.2024	<b>TARGET DATE</b> 11.07.2024	
<b>BACKGROUND PAPERS AND INFORMATION:</b> <b>Documents referenced in report are as follows: -</b> All drawings submitted All representations received  The full suite of documents submitted pursuant to the above application are available via the link below: -  <a href="https://pa.midkent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&amp;keyVal=SCOZPUTYMPW00">https://pa.midkent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&amp;keyVal=SCOZPUTYMPW00</a>		

## 1. SITE LOCATION AND DESCRIPTION

- 1.1 The application site comprises a large agricultural barn-type structure in use as a go-karting facility. The site is accessed from School Lane to the south, with open land to the west bound by Chestnut Street and a small parcel of open land to the north bound by a relatively new access route known as Platinum Way that leads into the Wises Lane development.
- 1.2 The building to which the adverts are to be attached lies outside of the Borden – Chestnut Street Conservation Area but within its setting, with the conservation area wrapping around the west and northern sides of the building. There are a cluster of listed buildings located to the west of the site, the nearest of which is a Grade II\* listed property known as Hook's Hole that lies circa 130m away. The site also lies within the Borden Mixed Farmlands Landscape Character Area.
- 1.3 At the time of the most recent site visit (1<sup>st</sup> July 2025), two fabric signs advertising the business were in place on the south west and north east elevations of the building. There was also a small sign above the entrance door into the building which does not form part of these proposals.

## 2. PLANNING HISTORY

- 2.1 24/501519/FULL - Retrospective change of use from B8 storage and distribution use to an augmented reality electric go-karting entertainment venue (sui-generis) with insertion of a mezzanine floor and associated parking – Granted October 2024.
- 2.2 22/503623/FULL - Change of use of barn from agricultural to B8 storage and distribution use, with associated office space (retrospective) – Granted December 2022.
- 2.3 SW/08/0464 - Change of use of part of agricultural building to commercial use (scaffold storage) with associated parking - Approved (Temporary 3-year permission) July 2008.
- 2.4 SW/01/0190 - Hay storage barn - Approved May 2001.

## 3. PROPOSED DEVELOPMENT

- 3.1 A number of revisions to the proposals have been submitted since the application was first validated. The first set of proposals included three 3m x 3m signs to the south west of the building and an 18m x 4.5m sign to the north east with the company logo set on a yellow background.

- 3.2 A second revision was then submitted showing one 3m x 3m sign to the south west and a 15m x 4m sign to the north east of the building comprising the company logo on a black background.
- 3.3 The proposal was amended for a final time and this application now seeks advertisement consent for the erection of two fascia signs on the building – one to the north east elevation and one to the south west. The sign to the south west is proposed to be circa 3m x 3m and the north easterly 8m x 3.5m.
- 3.4 Both of the signs are to be non-illuminated and constructed with an aluminium frame and laminated PVC face. They would be primarily black in colour, with the company logo in orange/red set to the middle.

#### 4. CONSULTATION

- 4.1 Two rounds of consultation have been undertaken with neighbours, with letters sent out notifying them of the proposals. No comments from neighbours have been received.
- 4.2 **Borden Parish Council** have also been consulted on the proposals. In response to the first consultation they stated that they had no comments to make. Following the latest round of consultation, they object and raise the following matters:

Comment	Report reference
The sign to the north east of the building is in a rural setting and next to a conservation area. The building is a former barn, blending in with the setting, but the proposed sign is totally not in keeping with the countryside view of this location.	7.6 – 7.9
No need for aesthetically damaging signage in this rural part of Swale given modern technology and websites.	7.10
The Chestnut Street conservation area was extended recently, despite the knowledge of the Wises Lane development, therefore, any argument that the Wises Lane development reduces the integrity of the conservation area impact is not valid.	7.6 – 7.9

## 5 REPRESENTATIONS

- 5.1 **Mid-Kent Environmental Health** raise no objections as the signage is not illuminated.
- 5.2 **SBC Heritage Consultants** raise no objection to the proposal.
- 5.3 **Cllr Mike Baldock** – *“I wish to call in the above application. Reason – I wish this to be determined by the members of the Planning Committee.”*

## 6. DEVELOPMENT PLAN POLICIES

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

**CP4** Requiring good design  
**CP8** Conserving and enhancing the historic environment  
**DM14** General development criteria  
**DM15** New Shopfronts, signs and advertisements  
**DM24** Conserving and enhancing valued landscapes  
**DM33** Development affecting a conservation area

### 6.2 **Supplementary Planning Guidance SPG**

The Design of Shopfronts, Signs & Advertisements  
Conservation Areas

### 6.2 **Supplementary Planning Documents SPD**

SBC Landscape and Biodiversity Appraisal

## 7. ASSESSMENT

- 7.1 This application is reported to the Committee at the request of Cllr Baldock and Borden Parish Council (BPC), with the recommendation contrary to comments received from the BPC. The NPPF paragraph 141 states that advertisements should be subject to control only in the interests of amenity and public safety. As such, the only matters for consideration are:

- Impact on amenity
- Impact on public safety

### **Impact on amenity**

*Visual amenity and heritage*

- 7.2 Policy DM15 of the Local Plan and the Design of Shopfronts, Signs and Advertisements SPG seek to ensure that advertisements respond positively to the character of a locality and minimise harm to amenity. They advise that such development should respect the character of the surrounding area and should not be excessive in quantity.
- 7.3 In respect of heritage assets, the NPPF is clear that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to an asset's conservation. It also sets out that clear and convincing justification should be provided in instances where any harm to a designated heritage asset (including its setting) is identified.
- 7.4 Policies CP8 and DM33 of the Local Plan align with the NPPF and seek to ensure that proposals preserve or enhance the setting of conservation areas and features that contribute positively to the area's special character or appearance. The Conservation Area SPG sets out that strong regard should be given to safeguarding setting.
- 7.5 In respect of the proposed sign to the south west elevation (3m x 3m), it would appear modest in size when compared with the scale of the host building and would be in a part of the site that is visually well-contained. Views of the sign from public vantage points around the site would be relatively limited given its location, but in any event the sign itself is appropriately designed and would appear as a compatible addition to the building. It would preserve the setting of the adjacent conservation area.
- 7.6 The sign to the north east elevation would be larger (8m x 3.5m) than that on the south west elevation. It would be readily visible from surrounding public vantage points on Platinum Way and Chestnut Street in particular due to its position.
- 7.7 In considering the impact of the proposed signage on the visual amenity of the area, it is important to acknowledge that the context within which the host building now sits has changed quite considerably in recent times, following the installation of a roundabout on Chestnut Street and the construction of Platinum Way. When approaching the site from the north, the north east elevation of the building is clearly seen in the context of surrounding highways infrastructure and other built-form present on Chestnut Street, including the Tudor Rose pub which itself possesses a variety of different signs and adverts. The sign on this elevation is also appropriately scaled in the context of the relatively large scale of the building itself.
- 7.8 When taking into account the surrounding context and the size and design of the signage proposed, it would not appear unduly prominent in the streetscene. Whilst it is noted that the Design of Shopfronts, Signs and Advertisements SPG states that the council '...will not normally permit advertisements outside town centres, particularly in sensitive areas such as residential areas and open countryside', the signage in this case is of a scale, design, appearance and detail

that would appear sufficiently sympathetic and appropriate in this location.

7.9 The Council's Heritage Consultants have reviewed the latest proposals and in light of the recent road layout changes in the area and modern building to which the signage would be attached, have not raised any objections. For these reasons and those above, the proposals would preserve the setting of the adjacent conservation area.

7.10 Overall, the two signs proposed would not appear as a proliferation and are appropriate in scale and quantum in order to support the advertisement of the business. They would have sufficient regard for the character, setting and context of the site and are considered acceptable, in accordance with Policies CP4, CP8, DM14, DM15, DM24 and DM33 of the Local Plan and the NPPF.

#### *Living conditions*

7.11 In terms of other amenity considerations, the Local Plan requires that new development has sufficient regard for the living conditions of neighbouring occupiers. Given the nature and location of the signage, and the absence of any illumination, the proposals would not give rise to any unacceptable impact on neighbouring living conditions, in accordance with Policy DM14 of the Local Plan and the NPPF.

#### **Public safety**

7.12 When considering public safety, the impact of new proposed signage on the safe use and operation of any form of traffic or transport including the safety of pedestrians, must be taken into account. This is also recognised in the Design of Shopfronts, Signs and Advertisements SPG.

7.13 The signs would be non-illuminated and given their location would not give rise to any adverse impact on public or highway safety.

#### **Conclusion**

7.14 The proposed development would have an acceptable impact on amenity and public safety which are the only two matters that can be considered in the case of an application for advertisement consent. Consequently, it would comply with the requirements of Policies CP4, CP8, DM14, DM15, DM24 and DM33 of the Swale Borough Local Plan 2017 and the NPPF. It is therefore recommended that advertisement consent be granted.

## 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 installed in accordance with the following approved drawings titled:
  - Drawing no. 1709/1 Rev C – Site location plan (received 2<sup>nd</sup> July 2025)
  - Drawing no. 1709/7 Rev D – Proposed elevations (received 21<sup>st</sup> May 2025)

Reasons: For the avoidance of doubt.

