

<b>2.4 REFERENCE NO - 15/507606/ADV</b>		
<b>APPLICATION PROPOSAL</b> Advertisement - 4 No. externally illuminated fascia signs; Non-illuminated ACM direct print panels; Non-illuminated window vinyl graphics applied internally; Non-illuminated frosted manifestation vinyl window bands (x2) and door bands (x2); Non-illuminated ATM clip frame; 4 No. non-illuminated lockable poster frames; Internally illuminated totem sign		
<b>ADDRESS</b> 3 School Mews Iwade Kent ME9 8UW		
<b>RECOMMENDATION</b> Split Decision –  GRANT advertisement consent for 3 No. externally illuminated fascia signs on front elevation; 1 No. ACM Direct Print Panel; 2 No Window Graphics; 1 No Window Manifestation; 1 No ATM clip frame sign  REFUSE advertisement consent for 1 No. externally illuminated fascia sign on side elevation; 4 No. lockable poster frames on side elevation; 1 No. totem sign		
<b>SUMMARY OF REASONS FOR RECOMMENDATION</b> The fascia signs and window displays and associated signage on the front elevation are considered to be of an appropriate scale and would not give rise to harm to residential or visual amenities. However, the fascia sign, poster frames and totem sign are prominent and intrusive features within the streetscene and would amount to an over proliferation of advertisements for the premises, causing harm to the streetscene and visual amenities.		
<b>REASON FOR REFERRAL TO COMMITTEE</b> The signs that are recommended for approval is a view opposite to Parish Council comments		
<b>WARD</b> Bobbing, Iwade & Lower Halstow	<b>PARISH/TOWN COUNCIL</b> Iwade	<b>APPLICANT</b> One Stop Stores Ltd <b>AGENT</b> Innovate Signs
<b>DECISION DUE DATE</b> 26/11/15	<b>PUBLICITY EXPIRY DATE</b> 29/10/15	

**MAIN REPORT**

**1.0 DESCRIPTION OF SITE**

- 1.01 The application site occupies a two storey building with an A1 retail unit at ground floor level and residential units at first floor level.
- 1.02 The site is located within the pedestrianised square at Iwade village centre and the frontage of the shop faces inwards towards the square.

1.03 The retail unit has a large frontage, measuring approximately 22m in width.

## 2.0 PROPOSAL

2.01 The application seeks advertisement consent for a number of signs as follows:

### Front Elevation

- Fascia sign on front elevation measuring 5825mm in width, 575mm in height and 70mm in depth with blue acrylic logo and remainder being red panel with white self adhesive vinyl lettering. Externally illuminated to a level of 250 cd/m;
- Fascia sign on front elevation measuring 4990mm in width, 790mm in height and 70mm in depth with blue acrylic logo and remainder being red panel. Externally illuminated to a level of 250 cd/m;
- Fascia sign on front elevation measuring 5830mm in width, 595mm in height and 70mm in depth with blue acrylic logo and remainder being red panel with white self adhesive vinyl lettering. Externally illuminated to a level of 250 cd/m;
- ACM direct print panel measuring 1948mm x 1465mm
- Window manifestation (internal window graphic)
- 3 No. digitally printed window graphics internally applied to glazing on front elevation. Three of these are proposed and measure 2,073mm x 1,465mm, 1,316mm x 1,110mm and 670mm x 1,320mm;
- ATM clip frame, silver, measuring 300mm x 200mm;

### Side Elevation

- Fascia sign measuring 5,000mm in width, 500mm in height and 70mm in depth with blue acrylic logo and remainder being red panel with white self adhesive vinyl lettering. Externally illuminated to a level of 250 cd/m;
- 4 x lockable poster frames on side elevation, silver, measuring 830mm x 575mm with a depth of 30mm.

### Junction of The Street / School Lane

- Totem sign located on an existing landscaped area measuring 2600mm in height, 1240mm in width and 150mm in depth. The sign will be black, red and blue with white text. The sign will be internally illuminated to a level of 250 cd/m.

- 2.02 The signs form part of a re-brand of the shop from Londis to One Stop, and will all use their corporate colouring of white text on red and blue background.

### **3.0 PLANNING CONSTRAINTS**

- 3.01 None relevant.

### **4.0 POLICY AND OTHER CONSIDERATIONS**

#### The National Planning Policy Framework (NPPF)

- 4.01 The NPPF was released on 27th March 2012 with immediate effect, however, para 214 states *“that for 12 months from this publication date, decision-makers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with this Framework.”*
- 4.02 The 12 month period noted above has now expired, as such, it is necessary for a review of the consistency between the policies contained within the Swale Borough Local Plan 2008 and the NPPF.
- 4.03 This has been carried out in the form of a report agreed by the Local Development Framework Panel on 12 December 2012. Policies E1, E19 and E23 are considered to accord with the NPPF for the purposes of determining this application and as such, these policies can still be afforded significant weight in the decision-making process.
- 4.04 The NPPF at paragraph 67 states that *“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.”*

#### National Planning Practice Guidance (NPPG)

- 4.05 The NPPG also provides general guidance in relation to advertisements. It reiterates the requirement of the Local Planning Authorities to assess the impact upon amenity in relation to the local characteristics.

#### Development Plan:

- 4.06 Policies E1, E19 and E23 of the adopted Swale Borough Local Plan 2008 are relevant.

#### Supplementary Planning Documents:

- 4.07 The Council’s adopted SPG entitled “The Design of Shopfronts, Signs and Advertisements” is particularly relevant.

### **5.0 LOCAL REPRESENTATIONS**

- 5.01 No responses have been received.

## 6.0 CONSULTATIONS

6.01 Iwade Parish Council object to this application on the following grounds:

*“The Village Centre was originally designed with the shops facing 'inwards' on to the square to lessen the visual impact on the surrounding roads. The design was to try and give the street scene more of a residential impression.*

*The 'Totem' illuminated sign to be located outside of the inner square on the corner of The Street/School Lane is totally out of keeping with the street scene and will distract drivers' attention on this junction. It will be a blot on the present landscaped garden.*

*The illuminated signs above the unit are out of keeping with the adjacent shops in the courtyard and will cause a light nuisance to residents of the flats above and opposite.*

*The illuminated signs facing the car park are out of keeping with the area and will present a 'cluttered' appearance with addition of the proposed advertising boards.”*

6.02 Kent Highway Services (KHS) have no objection subject to standard conditions, commenting:

*“I refer to the above planning application and confirm that provided the following requirements are secured by condition or planning obligation, then I would raise no objection on behalf of the local highway authority:-*

*- The illumination of any sign which is visible from the carriageway not to be of a flashing type.*

*- The proposed sign to have a minimum clearance of 2.6 metres above the footway/cycleway and not project within 0.6 metres of the carriageway edge.*

*- The maximum luminance not to exceed the values given in the Institution of Lighting*

*Engineers Technical Report Number 5 'Brightness of Illuminated Advertisements'.”*

## 7.0 BACKGROUND PAPERS AND PLANS

7.01 Application papers and correspondence relating to planning reference 15/506323/FULL.

## 8.0 APPRAISAL

8.01 The main considerations in this case concern the impact that the advertisements would have upon highway safety and amenity, visual and residential amenity.

8.02 It is firstly noted that the retail unit subject to this application is located within an existing village centre where the units would be expected to have a certain amount of signage. In this case I note that the existing signage of the retail unit appears unobtrusive with a simple banner sign on the middle section of the frontage to the unit.

8.03 Both the NPPF and the NPPG state that amenity considerations should be taken into account when considering advertisement applications. Policy E1 of the Local Plan makes reference to the fact that development should be well sited and of a scale, design and appearance that is appropriate to the location. Further to this policy E19 states that development proposals should respond positively to the following:

*“...providing development that is appropriate to its context in respect of scale, height and massing, both in relation to its surroundings, and its individual details.”*

8.04 In this case I am of the view that the unit is an established A1 use located within an established and locally well known village centre. Policy E23 of the Local Plan makes reference to avoiding an over proliferation of advertisements. As stated above there are a number of different advertisements proposed including an illuminated fascia sign on the side elevation and an illuminated totem sign some 30m away from the unit on the junction with School Lane and The Street, as well as fascia signs and window displays, amongst others, on the front elevation.

8.05 I am of the opinion that the fascia signs, window displays and ATM surround on the front elevation would be expected on a unit of this nature. Although the SPG states that illuminated signs will not normally be permitted outside recognised town centres in this case I take the view that this is an established village centre. Therefore I conclude that the introduction of illuminated signs onto the front facing fascia of this building would not be unacceptable.

8.06 However, I believe that the additional signs, namely the totem sign, the fascia sign and 4 x poster frames on the side elevation are in my opinion an unnecessary level of signage, and the illumination of the totem and side facing fascia sign would only serve to highlight the presence of these additions further. Furthermore, the application site faces inwards on the village centre and additional signage outside of the confines of the square solely related to this unit would, in my view, be excessive.

8.07 In relation to the totem sign in particular, I consider that due to its location, scale and illumination it would be a prominent and intrusive feature within the streetscene. Furthermore, the totem sign is located upon what is at present a landscaped area which has the impact of softening this part of the street. The addition of a totem sign in this location would introduce an incongruous feature into the streetscene which would be harmful to the character of the streetscene and visual amenities.

- 8.08 KHS have raised no objection to the application subject to conditions relating to clearance and distance from the highway / footway, illumination type and levels of illumination. Although the drawings show that at its closest level the fascia sign would be 2.41m above the pedestrianised area the sign would only be 70mm in depth. Furthermore, there is an existing fascia on the building which it would be replacing (and replacement of the vinyl banner is to be welcomed, in my opinion). As such in this case I consider that the clearance would be acceptable. The totem sign is the only sign proposed that fronts the highway edge, however, it is still approximately 2m away. However as I consider this sign to be unacceptable I have omitted the condition relating to distance from the highway / footway due to the above considerations. In relation to the illumination it would be static with a maximum luminance level of 250 cd/m and therefore I have also omitted the condition relating to the adverts not being of a flashing type. As such, I do not consider that the proposal would give rise to any serious highway safety concerns.
- 8.09 In regards to the impact upon residential amenities I have had regard to “*The Institution of Lighting Engineers, Technical Report Number 5, Brightness of Illuminated Advertisements.*” This document splits areas into zones based upon their level of brightness, in this case I take the view that the location of the proposed advertisements would be either ‘*Low district brightness area*’ or a ‘*Medium district brightness area*’. In any case, the level proposed is below the lowest level suggested in the more rural of the above zones. Notwithstanding this, I have included conditions relating to the levels of illumination and that the illumination shall cease outside of trading hours. As such, I consider that the proposed illuminance would not give rise to unacceptable harm to residential amenities.

## 9.0 CONCLUSION

- 9.01 In conclusion I take the view that the fascia signs on the front elevation, the digitally printed window graphics and the ATM surround are acceptable. They would in my view not impact unacceptably upon residential or visual amenities. However, the totem sign, side facing fascia sign and poster frames would by virtue of their location, detached from the application site in the case of the totem sign, in combination with its illumination would result in harm to amenity and the streetscene in my opinion.

## 10.0 RECOMMENDATION – Split decision:

GRANT CONSENT for the following signs;

3 No. externally illuminated fascia signs on front elevation; 1 No. ACM Direct Print Panel; 2 No Window Graphics; 1 No Window Manifestation; 1 No ATM clip frame sign

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.

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

6. The maximum luminance not to exceed the values given in the Institution of Lighting Engineers Technical Report Number 5 'Brightness of Illuminated Advertisements'."

Reasons: In the interests of visual, residential and highway amenity.

7. The signs shall not be illuminated except during the hours that the premises to which they relate are open for business.

Reasons: In the interests of visual and residential amenity.

REFUSE CONSENT for the following signs;

1. No. externally illuminated fascia sign on side elevation; 4 No. lockable poster frames on side elevation; 1 No. totem sign

For the following reason:

- 1) The proposed fascia sign, totem sign, and poster frames on the side elevation, by virtue of their scale, design and siting, would be prominent and intrusive features within the streetscene and would amount to an over proliferation of advertisements for the premises, giving rise to a cluttered appearance in a manner harmful to the existing character of the streetscene and the visual amenities of the area. The proposed development would therefore be contrary to policies E1, E19 and E23 of the adopted Swale Borough Local Plan 2008, and to the advice of the Council's adopted Supplementary Planning Guidance entitled "The Design of Shopfronts, Signs and Advertisements."

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.