

2.3 REFERENCE NO - 23/501317/ADV		
APPLICATION PROPOSAL Advertisement Consent Application for 3 double sided map totems (non-illuminated) located as shown on Site Location Plan.		
ADDRESS Land At Station Road; Land At Market Place; And Land At Partridge Lane / Court Street Faversham Kent		
RECOMMENDATION That Advertisement Consent is Granted, subject to conditions		
REASON FOR REFERRAL TO COMMITTEE The Council is the applicant.		
WARD Abbey	PARISH/TOWN COUNCIL Faversham Town	APPLICANT Swale Borough Council AGENT Momentum Wayshowing
DECISION DUE DATE 16/06/23	PUBLICITY EXPIRY DATE 08/06/23	CASE OFFICER Claire Attaway

1. DESCRIPTION OF SITE

- 1.1 This application relates to three sites that comprise of Public Highway land situated within the Faversham Town Conservation Area where most of the surrounding properties are listed. The sites comprise of finger post signs that will be removed and replaced with new totems.
- 1.2 The first site is situated on the corner of the junction of Station Road and Preston Street. The site is located opposite the train station and in front of the Railway Hotel Public House.
- 1.3 The second site is situated within the core shopping area and opposite the Town Hall on the junction of Market Street and Market Place.
- 1.4 The third site is located by the pedestrian crossing at the junction of Court Street and Crescent Road.

2. PROPOSAL

- 2.1 Advertisement consent is being sought for three double sided (non-illuminated) pedestrian map totems.
- 2.2 The totems, 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. PLANNING CONSTRAINTS

- 3.1 Faversham Town Conservation Area
- 3.2 Potential Archaeological Importance
- 3.3 Within the setting of various listed buildings

4. POLICY AND CONSIDERATIONS

4.1 **Bearing Fruits 2031: The Swale Borough 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

4.2 **Supplementary Planning Guidance (SPG):**

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

5. LOCAL REPRESENTATIONS

- 5.1 **Faversham Town Council:** No Objection. They request the maps include reference to The Alexander Centre, The Arden Theatre, The Assembly Rooms, and the Urgent Treatment Centre.
- 5.2 Consultation letters were sent to neighbouring properties and a site notice was displayed at each of the three sites. Two local representations have been received, raising the following points: -
 - The Shrine of St Jude (Tanners Street) is not on the map.
 - The Sea Cadets are on the map at TS Hazard, but they moved out some time ago.
 - The Abbey Physic is on the map but why not the Umbrella Centre?
 - The United Reformed (Preston St) or Gospel Mission (Tanners) are not on the map.
 - The health centre is known as "Urgent Treatment Centre".
 - The new coach parking facility in Upper Brents could be included.
 - "The Alex" is the trading name for an occupier of The Alexander Centre but there may be others. Directional signage should be addressed to a fixed geographical feature or to specific buildings, not to occupiers, tenants etc where names change.

- Disappointed that the existing finger posts will be replaced with flat, sided, screen-type panels which may well attract graffiti.
- There was a well thought and consulted upon decision process to utilise the existing finger posts that blend in and which are adaptable and easily amended, or repaired if necessary.

6. CONSULTATIONS

- 6.1 **KCC Highways and Transportation:** No Objection.
- 6.2 **The Council's Conservation Officer:** No objection to the loss of the finger posts and supports their replacement with the proposed totems.
- 6.3 **KCC Archaeology** – No archaeological measures needed.

7. BACKGROUND PAPERS AND PLANS

- 7.1 Application papers and plans relating to 23/501317/ADV.

8. APPRAISAL

Under the Advertisement Regulations, the only matters for consideration are those relating to amenity and public safety.

Amenity

- 8.1 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. The existing finger post signs will be removed to avoid an over proliferation of signage within this area. The totems are of an appropriate scale and height and strategically positioned to inform and direct visitors around the town. The design incorporates a three gold lion motif to reflect the town's history, and the colouring of the signage is considered appropriate. 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.

Public safety

- 8.2 The proposed totems have been deliberately positioned at key decision points where they will be clearly visible to pedestrians. KCC Highways raise no objection to the application on highway safety grounds and have not recommended any conditions.

Other matters

- 8.3 Local representations suggest including other visitor attractions and the local hospital on the header above the maps. However, as with all applications for advertisement consent, the content of the signage is not a matter for consideration and Members are

advised that this should not be a factor in their decision. Having said this, outside of the planning process, interested parties are discussing the content of the signage with the Council.

9. CONCLUSION

9.1 The proposed totems have been carefully designed and will assist visitors to the town centre. The proposal would not result in any harm to amenity or public safety which are the statutory tests here. Taking this into account, it is recommended that advertisement consent is granted.

10. RECOMMENDATION – That 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.

Informative

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-permissionsand-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), July 2018 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.

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.

