

MC/13/2921

Date Received: 11 November, 2013

Location: 59-61 HIGH STREET, ROCHESTER, ME1 1LX

Proposal: Advertisement consent for the installation of two non-illuminated fascia signs and one externally illuminated hanging sign.

Applicant: Goldex Investments Ltd

Agent: Mr M Philips Architecture Design Limited The Joiners Shop The Historic Dockyard Chatham Kent ME4 4TZ

Ward Rochester West

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**Recommendation of Officers to the Planning Committee, to be considered and determined by the Planning Committee at a meeting to be held on 29 January 2014.**

**Recommendation - Approval with 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.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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

Reason In accordance with regulation 14(1)(a) of the Town and Country

Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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 regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The development hereby permitted shall be carried out in accordance with the following approved plans: Drawing Numbers: 8.8/A.01, 8.8/A.04, 8.8/A.02, 8.8/A.03, 8.8/A.05 and 8.8/A.07 all received on 11 November 2013 And Drawing Number: 8.8/A.06 received on 3 January 2014.

Reason: For the avoidance of doubt and in the interests of proper planning.

**For the reasons for this recommendation for approval please see Planning Appraisal Section and Conclusions at the end of this report.**

### **Proposal**

This application seeks Advertisement Consent for the installation of two non-illuminated fascia signs and 1 externally illuminated hanging sign.

### **Relevant Planning History**

MC/13/2864	Change of use from Florist (A1 use) to mixed class coffee shop (A1/A3 use) Also on this committee agenda
87/709	Proposed new shop Approved 08 September 1987
87/425	Proposed alterations and change of use of, existing building to form six self-contained, flats together with two storey extension (also, 59-61 Northgate) Approved 08 June 1987

### **Representations**

The application has been advertised on site and in the press and by individual neighbour notification to the owners and occupiers of neighbouring properties.

**21 representations and a petition with 165 signatures** have been received objecting to this application on the following grounds:

- The illuminated sign is not appropriate and not in keeping within the locality.
- The illuminated sign may be too bright and therefore impact on the amenities of the residential neighbours living in the 1<sup>st</sup> floor flats next door to the application site.
- The proposed advertising in general is not in keeping within the locality.

## **Development Plan**

The Development Plan for the area comprises the Medway Local Plan 2003. The policies referred to within this document and used in the processing of this application have been assessed against the National Planning Policy Framework, 2012 and are considered to conform.

## **Planning Appraisal**

Applications for advertisement consent must be assessed with regard to amenity and public safety in accordance with paragraph 67 of the National Planning Policy Framework and policies BNE1, BNE10, BNE15 and BNE19 of the Medway Local Plan 2003.

### *Amenity*

The existing fascia will be painted in Farrow and Ball gloss Costa red, with a weather seal varnish. Timber letters will be fixed to the fascia (above the premises door), which spells "Costa". Each individual letter will be 25mm thick, 350mm in height and painted white. They will be fixed to the fascia with 25mm brass standoff locators. This will be repeated on the Northgate elevation; however this time each letter will be 300mm in height. Existing columns will be painted in black gloss on either fascia and existing windows and doors will be painted Umbra Grey 7022. It is proposed that there shall also be 2 rows of double dot window vinyls, which are 75mm in diameter. 1 row will be 900mm above the ground floor level and the other row will be 1500mm above the ground floor level. There will be a gap of 250mm between each vinyl and both rows will stretch across both the High Street and Northgate fascia windows.

An externally illuminated double-sided projecting sign located on the High Street elevation is also proposed. The sign will be 600mm in diameter and painted with the Costa Coffee logo on it; semi colon the beans in the logo however will not be painted and instead will be 3mm thick stainless steel. The projecting sign is to be illuminated on either side of the sign by lighting mounted on the bracket located slightly above the projecting sign. It is therefore considered that this externally illuminated sign will have no impact on the residential neighbours living in the first floor flats next door to the application site.

The proposed advertising is considered to be acceptable in terms of its impact on the character and appearance of this Grade II listed building, the Historic Rochester

Conservation Area and the surrounding street scene in general. The signage proposed is not considered to be any different in terms of its impact on the character and appearance of the surrounding area and the building upon which they are to be erected than the current advertising at the site. The proposed signage is therefore considered to conform to policies BNE1, BNE10, BNE15 and BNE19 of the Medway Local Plan 2003.

### **Public Safety**

There is no impact on public safety as a result of this proposal.

### **Conclusions and Reasons for Approval**

The proposed advertising will result in no detrimental impact in terms of amenity or public safety and therefore is in compliance with paragraph 67 of the NPPF and policies BNE1, BNE10, BNE15 and BNE19 of the Medway Local Plan 2003 and is recommended for approval.

The application would normally be determined under delegated powers but is being referred to Planning Committee for determination due to the extent of the representations received expressing a view contrary to the recommendation.

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### **Background Papers**

The relevant background papers relating to the individual applications comprise: the applications and all supporting documentation submitted therewith; and items identified in any Relevant History and Representations section within the report.

Any information referred to is available for inspection in the Planning Offices of Medway Council at Gun Wharf, Dock Road, Chatham ME4 4TR and here <http://planning.medway.gov.uk/dconline/AcolNetCGI.gov>