

REPORT SUMMARY

REFERENCE NO: - 22/504194/ADV		
APPLICATION PROPOSAL: Advert Application for 1 no. non-illuminated fascia sign.		
ADDRESS: Maidstone Innovation Centre Gidds Pond Way Weaving Kent ME14 5FY		
RECOMMENDATION: Application Permitted subject to conditions set out in Section 8.0		
SUMMARY OF REASONS FOR RECOMMENDATION: The proposed signage is of an appropriate scale and design and would not have an adverse impact upon amenity or highway safety.		
REASON FOR REFERRAL TO COMMITTEE: Maidstone Borough Council is the applicant		
WARD: Boxley	PARISH/TOWN COUNCIL: Boxley	APPLICANT: Maidstone Borough Council AGENT: DHA Planning
CASE OFFICER: Jake Farmer	VALIDATION DATE: 31/08/22	DECISION DUE DATE: 26/10/22
ADVERTISED AS A DEPARTURE: NO		

Relevant Planning History

18/506658/REM - Reserved Matters of appearance, landscaping, layout and scale pursuant to outline application 16/507292/OUT (outline application with access sought for development of medical campus) for construction of proposed four storey Innovation Centre office building (Class B1) and associated external works.. – Approved

16/507292/OUT - Outline Application with access matters sought for development of medical campus comprising up to 92,379 m² of additional floorspace (including additional hospital facilities, clinics, consultation rooms and a rehabilitation centre (classes C2/D1); education and training facilities with residential accommodation (class C2/D1); keyworker accommodation for nurses and doctors (class C3); pathology laboratories (class B1); business uses (class B1); ancillary retail services (class A1, A2, A3); and up to 116 bed class C2 neuro-rehabilitation accommodation; internal roads and car parks, including car park for residents of Gidds Pond Cottages; hard and soft landscaping including creation of a nature reserve (to renew existing consent 13/1163). - Approved

MAIN REPORT

1. DESCRIPTION OF SITE

- 1.01 The application site is located adjacent to the Kent Medical Campus and provides serviced offices meeting rooms and co-working spaces.
- 1.02 The site is within the Maidstone Urban Settlement boundary and in an area designated as an Area of Special Advertisement Control (ASAC). The ASAC designation significantly pre-dates the development of this site and the immediate surrounding area.

2. PROPOSAL

- 2.01 The application seeks advertisement consent for 1 no. non-illuminated fascia sign. The signage itself relates to a 6m x 2.5m 'Maidstone Innovation Centre' sign to be

positioned at the top left corner of the front elevation. (Extract plan showing proposed signate as below)



3. POLICY AND OTHER CONSIDERATIONS

Maidstone Borough Local Plan (2011-2031): Policies DM1 and DM18
The National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Emerging Policy : Maidstone Borough Council has also submitted its Regulation 22 Submission relating to the Local Plan Review. The Regulation 22 submission comprises the draft plan for submission (Regulation 19) dated October 2019, the representation and the proposed main modifications. It is a material consideration and some weight must be attached to the document because of the stage it has reached. The weight is limited, as it has yet to be subject to examination in public. Policy LPRQ&D 3 – Signage and building Frontages

4. LOCAL REPRESENTATIONS : None

5. CONSULTATIONS

Boxley Parish Council

5.01 No material planning reasons to object to this application.

Kent Highways

5.02 No comment – development proposal does not meet the criteria to warrant involvement from the Highways Authority

6. APPRAISAL

The key issues are:

- Impact on amenity
- Impact on public safety

Policy background

- 6.01 Policy DM18 of the Local Plan states that proposals relating to signage and shop fronts for shop or other commercial building will be permitted provided that;
- (i) the size, design, positioning, materials, colour and method of illumination of signage would not be detrimental to the character and appearance of the building or the surrounding area;
 - (ii) The proposal would not result in the loss of a traditional shop front or features and details of architectural or historic interest;
 - (iii) The proposal would be in sympathy with the architectural style, materials and form of the building(s) of which it would form part and the character of the neighbouring properties; and
 - (iv) Where a fascia is to be applied, it would be of an appropriate height which would be in scale with the overall height of the shop front and other elements of the building.
- 6.02 The NPPG in relation to advertisements sets out that :
- ‘In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.’
- ‘So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.’
- 6.03 The NPPF sets out at Paragraph 132 :
- ‘The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.’

Amenity

- 6.04 The proposed signage would be of a modest scale compared to the size of the building. It would be non-illuminated and in a position which would not harm visual or residential amenity. The overall design and appearance would be acceptable.
- 6.05 The site is within an area of special advertisement control, which adds additional restrictions in terms of the size of signage which can be erected without consent. The site and its surroundings have clearly changed since this designation (in the 1950’s) with the development of a wider medical campus, school and the innovation centre itself, such as the proposed signage is considered wholly appropriate and acceptable in the context of the site and its surroundings.

Public safety

- 6.06 The proposed signage due to the proposed siting and size and being non-illuminated would not endanger highway or pedestrian safety.

PUBLIC SECTOR EQUALITY DUTY

- 6.07 Due regard has been had to the Public Sector Equality Duty, as set out in Section 149 of the Equality Act 2010. It is considered that the application proposals would not undermine objectives of the Duty.

7. CONCLUSION

- 7.01 The proposed signage would not have a detrimental impact upon the character and appearance of the application site or the wider area, it would not harm general, amenity or public safety. As such the proposal would be in accordance with current policy and guidance.

8. RECOMMENDATION

GRANT planning permission subject to the following conditions

with delegated powers to the Head of Planning and Development to be able to settle or amend any necessary planning conditions in line with the matters set out in the recommendation and as resolved by the Planning Committee.

CONDITIONS:

- 1)
 - (i) 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.
 - (ii) 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.
 - (iii) 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.
 - (iv) 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.
 - (v) 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 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- (2) The advertisement(s) for which consent is hereby granted must be removed in accordance with condition 1 (v) within five years of the date of this consent;

Reason: In accordance with the provisions of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- (3) The advertisement hereby permitted shall be carried out in accordance with the following approved plans:

Drawing no. DHA_17148_01 (Site Layout Plan)

Drawing no. DHA_17148_04 (Proposed Front Elevation)

Reason: To clarify which plans have been approved.

Case Officer: Jake Farmer

NB For full details of all papers submitted with this application please refer to the relevant Public Access pages on the council's website.