

OFFICERS REPORT

Application No: Y18/1189/FH
Location: 97 Sandgate Road Folkestone Kent CT20 2BQ
Proposal Display of externally illuminated fascia sign

ASSESSMENT

Performance data:-

Date application valid: 19.09.2018

Applicable 8/13/16 week target date: 14.11.2018

Planning Performance Agreement (PPA) or Planning Extension Agreement (PEA)? No

If Yes, revised 8/13/16 week target date:

Is the application being determined after 26 weeks without a PPA or a PEA? No

SITE VISIT

Carried out site visit on 10.10.2018 and 10.10.2018

The site and proposals were assessed from the public highway and from within the application site. The following key features were noted:

SITE

The application site is the front of a vacant unit on Sandgate Road. The site is located within the Folkestone Leas and Bayle Conservation Area.

HISTORY

Y18/0194/SH - Installation of an air conditioning unit to the first floor flat roof

PROPOSAL

The application seeks advertisement consent for the display of an externally illuminated sign to be placed on an existing fascia to replace a previous sign.

CONSULTATION RESPONSES

Folkestone Town Council has no objection.

Kent Highways raised no objection subject to a condition limiting luminance levels.

REPRESENTATIONS

None received.

PUBLICITY

Neighbours notified by letter. Expiry date 19.10.2018

Site notice displayed. Expiry date 02.11.2018

RELEVANT POLICIES

Shepway District Local Plan Review: SD1, BE1, BE4

Shepway Core Strategy Local Plan: DSD

NPPF: Paragraph 67

NPPG

APPRAISAL

Paragraph 67 of the NPPF 2012 says that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The sign will be located above head height over the front door and windows of the premises. It will extend over the public highway by 0.1m and has been designed so that it will fit within the space formed by the tiles that edge the front of the unit and the shop windows.

The signage is simple in design, displaying the number and logo of the organisation in the company colours and the website address. It is complimentary in design to signs within the vicinity and will not look out of context in the immediate environs.

Therefore it is considered acceptable in terms of amenity.

Highway safety

The proposed sign is high level located on a building adjacent to a public path. As such, the sign would not interrupt pedestrian or vehicular flow.

Kent Highways provided comment regarding the level of illuminance that will be permissible and this can be controlled by condition.

The proposal is therefore considered acceptable in highway safety terms.

HUMAN RIGHTS

I have also taken into account the human rights issues relevant to this application. In my view, the Assessment section above and the Recommendation represents an appropriate balance between the interests and rights of the applicant (to enjoy his land subject only to reasonable and proportionate controls by a public authority) [and the interests and rights of those potentially affected by the proposal (to respect for private life and the home and peaceful enjoyment of their properties)] and the wider public interest.

RECOMMENDATION

In light of the above, it is considered the proposal is a sustainable development that complies with development plan policy and the NPPF and is therefore recommended for approval subject to conditions.

Case Officer:

Report and draft decision notice completed and passed to senior officer.

Name: Piran Cooper Position: Landscape and Urban Design Officer Date: 12.11.2018

Report and draft decision notice amended (if appropriate)

Name: Position: Date:

Senior Officer

Report not agreed. Details of further work required as follows:

Name: Position: Date:

Report and draft decision notice agreed and file passed to admin to issue decision.

Name: C Dethier Position: DM Team Leader Date: 14th November
2018