

OFFICERS REPORT

Application No: Y17/0781/SH
Location: 57 - 59 Sandgate Road Folkestone Kent CT20 1TU
Proposal Display of one reflective advertising collar to surround ATM

ASSESSMENT

Performance data:-

Date application valid: 07.07.2017

Applicable 8 week target date: 01.09.2017

Planning Performance Agreement (PPA) or Planning Extension Agreement (PEA)? N

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

Is the application being determined after 26 weeks without a PPA or a PEA? N

SITE VISIT

Carried out site visit on 25.07.2017

The site and proposals were assessed from the public highway and the key features noted as set out in the report:

SITE

The application site is within the defined settlement boundary of Folkestone, along the main high street (Sandgate Road). The building is part of a terrace with retail units on the ground floor and mostly offices on the upper floors. The application property is a retail store with Post Office and is located within a primary shopping area.

HISTORY

Y17/0780/SH - Installation of Bank of Ireland ATM with Reflective Advertising Collar surround. Pending consideration

Y16/0710/SH - Display of one internally illuminated fascia sign and internally illuminated projecting sign. Approved with conditions

97/0450/SH - Display of internally illuminated fascia sign. Approved with conditions

85/0956/SH - Display of an illuminated projecting sign. Approved with conditions

SH/78/272 - Display of illuminated fascia sign. Approved with conditions

PROPOSAL

This application seeks advertisement consent for the installation of one reflective collar surround to the ATM proposed under application Y17/0780/SH. The proposed advert would be

located in the right-hand window of the retail unit (when looking at the site from Sandgate Road) and would be positioned 0.75 metres from the ground. The advert would be a reflective collar around the proposed ATM and would have a height of 1.46 metres, a width of 0.9 metres and a depth of 0.01 metres. The sign would advertise the existing retail use (Post Office) of the site. As the advert would be reflective, it would not be illuminated.

CONSULTATION RESPONSES

Kent Highway Services - no objection

Folkestone Town Council - no response received. Expiry 01.08.2017

REPRESENTATIONS

None received

PUBLICITY

Neighbours notified by letter. Expiry 01.08.2017

RELEVANT POLICIES

Shepway District Local Plan Review saved policies: SD1 BE1

Shepway Core Strategy Local Plan: DSD

National Planning Policy Framework

National Planning Policy Guidance

APPRAISAL

The issues to be considered are visual amenity and highway safety.

Visual amenity

This application seeks advertisement consent for the installation of a reflective collar surround to the ATM proposed under application Y17/0780/SH. The proposed advert would not be illuminated but would be reflective; this is considered acceptable in the town centre location. The proposed advert is considered to be small scale, positioned within an existing shop front window and is therefore not considered to have a significant impact on the appearance of the area. The proposed signs would use the same red and white colour scheme as existing signage within the building and would be of a similar design. The proposed signs are therefore considered to be acceptable in terms of design, size and scale and as such would have no adverse effect on the amenity of the area which is primarily characterised by retail units with advertisements in windows and other signage.

Highway safety

Kent Highways and Transportation have no objection to the proposed signs and the part of Sandgate Road in which the site is located is completely pedestrianised. It is therefore considered that the proposal would not be detrimental to highway safety.

Overall it is considered that there is no conflict with policy and there is no reason why advertisement consent should be withheld.

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.

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.

Case Officer: B Lennon

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

Name: B Lennon Position: Planning Officer Date: 08.08.2017

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: NREQ Position: Date: