

Officer Report

Application No.	23/1784/FH
Site Address	77 - 79 Sandgate Road, Folkestone, CT20 2AQ
Officer Name	Macey Douglas
Proposal	Replacement of signage and ATM surround

Recommendation

Report Number	RD-434131
Recommended Decision	Recommended to be Approve with Conditions
Recommendation Date	26 March 2024

Report

Site

The application site is located to the southern side of Sandgate Road within the Folkestone Leas and Bayle Conservation Area. It is a mid-terraced four storey mid-late Victorian, in the classical Italianate style with pedimented window surrounds and a tetrastyle ionic temple frontage. The building currently serves a bank.

Site History

85/0910/SH Alterations to shop front to incorporate automatic teller machine. Approved conditions

90/0919/SH Change of use of second floor flat to a2 use (building society). Approved conditions

91/0930/SH Installation of internally illuminated fascia sign and projecting sign. Approved conditions

Y00/0909/SH Installation of new entrance doors and internal automatic doors to provide disabled access and resiting of ATM. Approved with conditions

Y00/0911/SH Display of a non-illuminated fascia sign. Approved with conditions

Y03/0026/SH Change of use from office/flat accommodation to 3 no. self contained flats. Approved with conditions

Y03/0765/SH Display of internally illuminated fascia and externally illuminated projecting sign. Approved with conditions

Y04/1470/SH Re-siting of ATM on front elevation. Approved with conditions

Y17/1516/SH Advertisement consent for display of 2 no. illuminated fascia signs on new fascia board, 1 no. non-illuminated hanging sign and 1 no. illuminated ATM surround. Approved conditions

Proposal

Retrospective advertisement consent is sought for replacement to the branding on the existing signs by changing the fascia sign as well as the projecting sign above the entrance and the detailed signage around the ATM machine.

The replacement fascia sign is internally illuminated to a luminance level of 250 cd/m squared with a blue background with white lettering with a red logo that are a maximum of 0.18 metres tall lettering, the overall dimensions match that of the previous fascia sign. Materially the fascia board consists of formed aluminium with a prospects and acrylic logo and lettering.

The replacement hanging sign is 0.60 metres in height and width with a depth of 0.20 metres projecting from the elevation of the building by 0.70 metres. The sign has a red logo on a blue background. It is situated 3.07 metres above ground level.

Similarly, the replacement ATM tablet is non-illuminated and matches the previous dimensions of the existing ATM tablet, with a blue background and white lettering and red logo at a maximum height of 0.07metres for the lettering.

Consultation Responses

Folkestone Town Council – No objection

Heritage Consultant – No objection

KCC Highways – No objections

Environmental Health Officer – No comments received

Publicity

Neighbour Letters Sent Expiry 06/03/2024

Site Notice Displayed Expiry 06/03/2024

Press Advert Displayed 07/03/2024

Representations

No comments received

Relevant Policies

NPPF:

Paragraph 141

NPPG:

Advertisements

Places and Policies Local Plan (2020):

RL9 (Design, Location, and Illumination of Advertisements)

Appraisal

Advertisements should be subject to control only in the interests of amenity and public safety, considering cumulative impacts. Paragraph 141 of the NPPF recognises that poor adverts can have a detrimental impact on their surroundings.

Visual Amenity and Impact on Conservation Area

The signs are situated in the same position as the previous signage. The works are a more simplified advertisement design with an acrylic finish. The fascia, projecting and ATM signage is considered to be appropriate in scale, and the font and colour scheme are considered to be an acceptable replacement.

Turning to the potential impact on the Conservation Area, due to the signs replacing the previous signage to the front of the building, and being of a similar form and appearance, it is considered that the works do not have a significantly adverse impact. It is noted that the Council's Consultant Heritage Officer has raised concern regarding the use of the existing heritage bracket over the doorway, however this is existing and it would be unreasonable to request its removal in this instance. It is not in itself considered to harm the visual character of the property or wider conservation area.

Furthermore, it is not uncharacteristic for illuminated signs to be found within town centre locations such as this. The luminance level of 250 cdm-2 is considered to be acceptable for a Town Centre location and does not result in harm to the amenity of the surrounding area. A condition will be imposed in the event of an approval requiring the luminance of the sign to be no greater than 250 cdm-2 in the interest of highway safety and amenity.

Highway Safety

With regard to highway safety, KCC highways has been consulted and have no objections. However, given that the nature of the advertisement and the appropriate illuminance levels, it is not considered to result in harm to highway safety.

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.

Public Sector Equality Duty

In determining this application, regard has been had to the Public Sector Equality Duty (PSED) as set down in section 149 of the Equality Act 2010, in particular with regard to the need to:

- Eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it. It is considered that the application proposals would not undermine objectives of the Duty.

Duty to Cooperate

In accordance with paragraph 38 of the National Planning Policy Framework (NPPF), February 2019 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 and, 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.

Recommendation

Taking the above into account, it is considered that the works are sustainable development which complies with the development plan policy and the NPPF and is therefore recommended for approval. It is considered that no conditions are required. In particular, as the development is complete, there is no requirement for a plans condition.

Recommended Conditions (2)

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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.

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The maximum luminance of the illuminated areas shall not exceed 250 cd/m - 2 as stated within the application form dated 10/11/2023.

Reason: In the interests of highway safety and amenity.