

4.2 22/00818/ADV Revised expiry date 22 August 2022

Proposal: Consent to display signs.

Location: 26 - 28 Pembroke Road, Sevenoaks, Kent TN13 1XR

Ward(s): Sevenoaks Town & St Johns

Item for decision

Sevenoaks District Council (SDC) are the applicant for this application.

RECOMMENDATION: That planning permission be GRANTED subject to the following 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

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.

To comply with the requirements of the Town and Country Planning (Control of

Description of site

- 1 The site comprises a three-storey building fronting Pembroke Road in Sevenoaks town. The subject property is brick built with large glass windows at all floor levels. At present, the property has a large '*Office Space To Let*' sign displayed at the property boundary border.

Description of proposal

- 2 Permission is sought for the erection of a self-standing sign which is not internally illuminated. Overall, there are a total of two signs mounted back-to-back.

Relevant planning history

- 3 03/00656/ADV Retention of Pole-mounted, freestanding signs. Non-illuminated, 1440x1080mm between 3000mm x 80 x 80mm Posts. Total height 2.35m. GRANTED
- 4 98/01010/HIST (ADVT) Display of non-illuminated free standing sign boards. GRANTED

Policies

- 5 National Planning Policy Framework (NPPF)
- 6 Core Strategy (CS)
- SP1 Design of New Development and Conservation
- 7 Allocations and Development Management Plan (ADMP)
- EN1 Design Principles
 - EN2 Amenity Protection

Constraints

- 8 The following constraints apply:
- Sevenoaks Urban Confine

Note: The rear of the site is adjacent to The Vine Conservation Area.

Consultations

- 9 Sevenoaks Town Council:
- 'Sevenoaks Town Council recommended approval, subject to the Planning Officer being satisfied with designs and materials.'

10 KCC Highways:

‘I refer to the above planning application and having considered the development proposals and the effect on the highway network, raise no objection on behalf of the local highway authority.’

Chief Planning Officer’s appraisal

11 The main planning considerations are:

- Design and impact on the character and appearance of the area
- Impact on public safety

Design and impact on the character and appearance of the area

12 Policy SP1 of the Core Strategy and policy EN1 of the ADMP state that all new development should be designed to a high quality and should respond to and respect the character of the area in which it is situated.

13 The properties that line Pembroke Road are a mix of commercial and residential with the nature and scale of the commercial buildings increasing at the junction of Pembroke Road, London Road and Eardley Road. Importantly, due to the mixed nature of the setting, advertisements and signage are displayed in multiple locations throughout Pembroke Road. As such, the principal of advertisements in this location is acceptable.

14 Overall, the signage would have modest proportions and due to the relatively subdued colour scheme, would not appear overly obtrusive. Similarly, the design and scale of the advertisements would not appear overtly dominant within the street scene.

15 As the sign is proposed at the front of the site, it would not be seen in the context of the adjacent Conservation Area at the rear or the Conservation Areas that are further away related to the High Street and Granville Road and Eardley Road.

16 Considering the proposal, the signage would be considered to comply with policy EN1 of the ADMP.

Impact on public safety

17 The proposed signage will sit adjacent to the public highway that is Pembroke Road meaning that any potential obstruction in terms of visibility would be an important consideration. Therefore, KCC were consulted and subsequently raised no objections to the proposal.

18 It is also worth noting that as the proposed signage is not illuminated, the signage is not likely to distract either drivers or pedestrians.

19 Overall, guided by the representation made by KCC, the Local Planning Authority (LPA) would not consider the proposal to have a significant

adverse impact on the safety and operation of the surrounding highways or pedestrian safety,

Conclusion

- 20 As highlighted in the report above the proposed development accords with the NPPF and our adopted development plan.
- 21 It is therefore recommended that this application is granted.

Background papers

Drawing of Sign (Dated 29/03/2022)

Site Location Plan

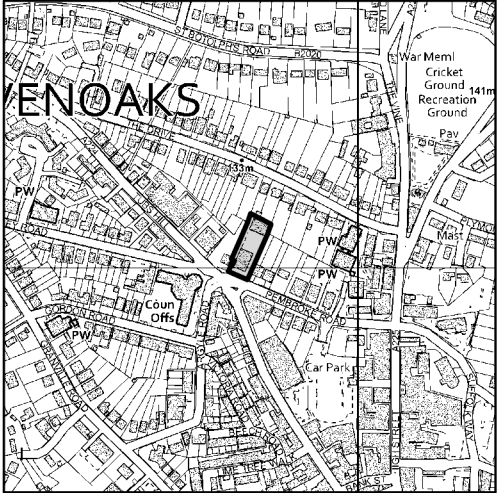
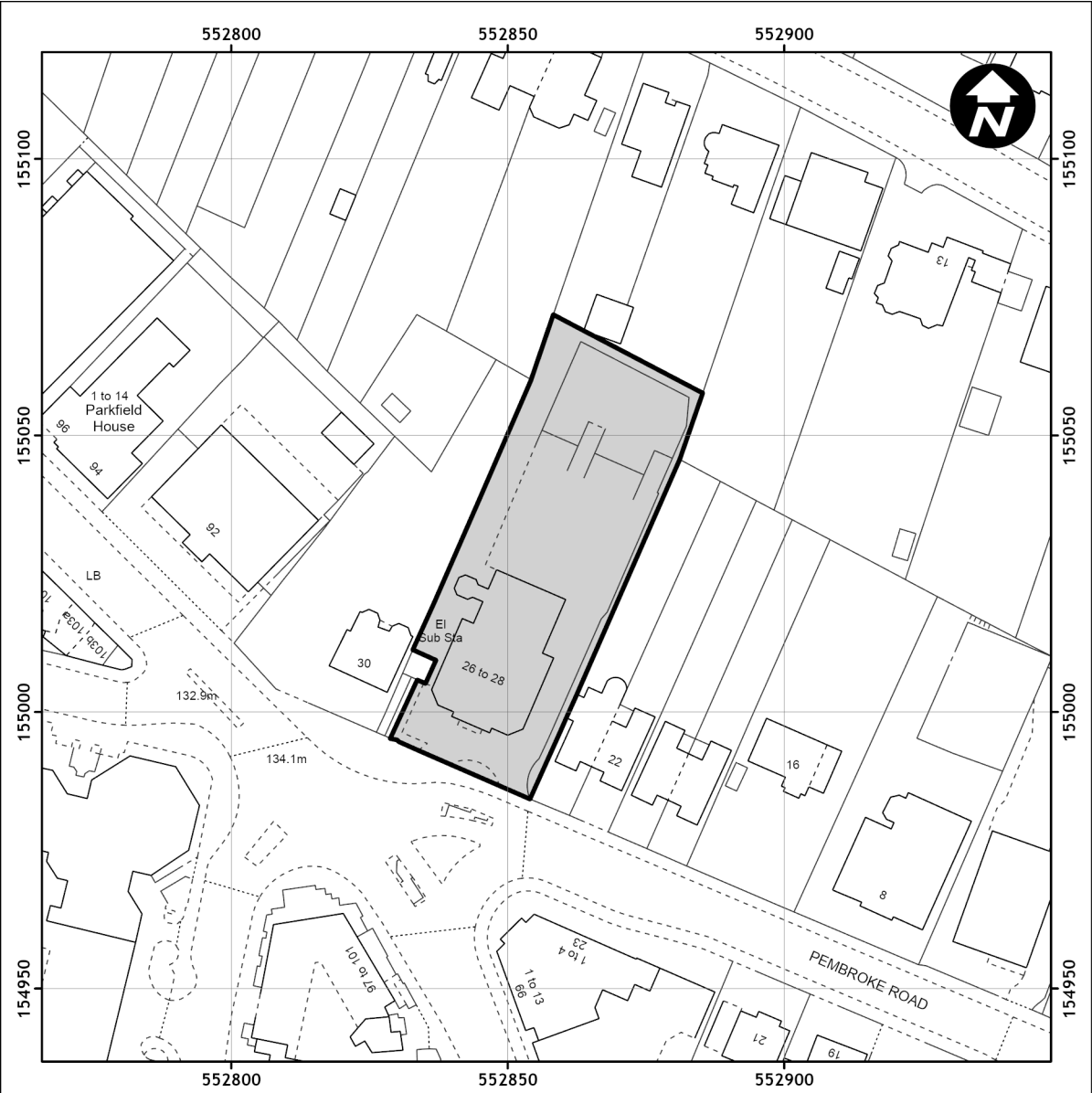
Block Plan

Contact Officer(s): Christopher Park: 01732 227000

Richard Morris
Chief Planning Officer

[Link to application details:](#)

[Link to associated documents:](#)



Site Plan

Scale 1:1,250
 Date 02/06/2022



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 Ordnance Survey 100019428.

BLOCK PLAN

