

4.1 23/00179/ADV

Date expired 21 March 2023

Proposal:

Two digital 75 inch LCD display screen, one on each side of the Street Hub unit.

Location:

Outside Sevenoaks Post Office, South Park, Sevenoaks Kent TN13 1AA

Ward(s):

Sevenoaks Town & St Johns

Item for decision

The application has been referred to Development Control Committee by Councillor Fleming in order for the visual impact of the proposal and the impact on highways safety to be considered.

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; orc - 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 Advertisements) Regulations 2007 in the interests of amenity and public safety.

6) The minimum message display duration for any advertisements shall be 60 seconds and the change between advertisement images shall take place over a period no greater than one second with no sequencing, fading, merging or swiping of images.

In the interest of public safety.

7) The advertisements shall only display static images and shall not display any moving images, animation, intermittent or full motion video images and no message sequencing where a message is spread across more than one screen image.

In the interest of public safety.

8) The intensity of the illumination of the advertising unit and display permitted by this consent shall be no greater than 600 cd/m² at any time.

In the interest of public safety.

Description of site

- 1 The site comprises a small section of land situated immediately to the east of the post office. The application site sits outside of the Sevenoaks High Street conservation area and is flanked by multiple designated and non-designated heritage assets.

Description of proposal

- 2 Permission is sought to display illuminated advertisements which project back-to-back within a self-standing "street hub".
- 3 The advertisements would be 0.87 metres above the ground with a width of 0.93 metres and a height of 1.65 metres.
- 4 The self-standing "street hub" structure, to house the advertisements, requires a separate grant of planning permission and is the subject of a

separate application. Whilst it is relevant to the consideration of this proposal, this application relates to the advertisements only.

Relevant planning history

- 5 23/00178 Installation of BT street hub and associated display of advertisement to both sides of the unit.
- 6 This application was made invalid during the course of the application for the land ownership notice to be updated. Once received, the application can be re-validated and updated consultations will take place.

Policies

- 7 National Planning Policy Framework (NPPF)
- 8 Core Strategy (CS)
 - SP1 Design of New Development and Conservation
- 9 Allocations and Development Management Plan (ADMP)
 - EN1 Design Principles
 - EN2 Amenity Protection
 - EN4 Heritage Assets
 - EN6 Outdoor Lighting

Constraints

- 10 The following constraints apply:
 - Sevenoaks Urban Confines.
 - Adjacent to Conservation Area (Sevenoaks High Street)
 - Adjacent to Locally Listed Assets - Stag Theatre
 - Adjacent to Listed Buildings - the closest are: (Grade II) 8 London Road, 10 London Road, 20 London Road

Note: The site is situated in close proximity to the heritage assets listed above.

Consultations

- 11 Sevenoaks Town Council - Sevenoaks Town Council recommended refusal as they believe that the advertisements would detract from the historic significance of the conservation area and listed buildings. Additionally, they felt that the signs could be a potential distraction for road users.

- 12 KCC Highways - Raised no objections to the proposals if conditions to ensure that drivers would not be subjected to multiple advertisements.
- 13 Conservation Officer - 'No Comment'
- 14 Environmental Health - No adverse comments.

Representations

- 15 A public comment was received from a local group which objected to the proposal for the following reasons:
 - Additional clutter on pavement.
 - Increase in anti-social behaviour.
 - Visually intrusive and not appropriate in the proposed location.
 - Detrimental impact on conservation area and locally listed buildings.

Chief Planning Officer's appraisal

- 16 The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) requires the Local Planning Authority to consider two main issues with regard to advertisements, namely the interests of amenity and public safety. This is reiterated at para 136 of the NPPF.
- 17 The regulations indicate that in the assessment of advertisement consent applications, 'amenity' includes visual amenity
- 18 The main planning consideration are therefore:
 - Design and impact on the character and appearance of the area
 - Impact on public safety
- 19 For clarity, please note that this application is for the advertisement part of the structure only, and not for the structure itself, which will be considered as part of the separate application referred to above.

Design and impact on the character and appearance of the area

- 20 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.
- 21 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on a local planning authority, in considering development which affects a listed building or its setting, to have special regard to the desirability of preserving the building or its setting, or any features of architectural or historic interest it possesses.

- 22 The NPPF also states that great weight should be given to the conservation of heritage assets (para.199).
- 23 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a requirement on a local planning authority in relation to development in a Conservation Area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.
- 24 Policy EN4 of the ADMP states that proposals that affect a Heritage Asset, or its setting, will be permitted where the development conserves or enhances the character, appearance and setting of the asset.
- 25 The area in which the advertisements are to be situated is urban in character with a large number of substantial commercial properties in close proximity. Advertisements like that proposed are most commonly seen within urbanised settings, specifically town and city centres.
- 26 The signage would be set back from the public highway and would clearly appear within this commercialised context. Additionally, as the proposed signage is to be situated adjacent to existing street furniture, the proposed advertisement would not be an incongruous feature. Whilst there is some existing street furniture in this location, the addition of this advertisement would not result in an unacceptable level of clutter within the street scene that would be harmful to the amenity or character of the area.
- 27 Whilst the proposed advertisements would be located near heritage assets, and adjacent to the Conservation Area, the advertisements are set towards the Post Office and would therefore not interrupt the views to the heritage assets in a way that would lessen the contribution that they make to the wider setting.
- 28 The siting proposed would be 2.5 metres from the edge of the curb, in line with the existing timber planter and seat feature. Looking north and south at the site of the advert, it would be seen in the context of the posters on the front and side of the Stag Theatre, a free standing noticeboard and the shop windows of the Post Office. These form part of the existing character of the street scene and the proposed advert would be an appropriate addition.
- 29 The structure that would house the advertisements, subject of the planning application referred to above, would provide, if granted, public benefits. Namely, increased mobile network coverage, free Wi-Fi, free calls, and public information messages.
- 30 The Conservation Officer has not objected to the proposal or identified any harm as part of their assessment.

- 31 The proposal would preserve the amenity of the area, including the adjacent Conservation Area and the Heritage Assets, and would therefore comply with policies EN1 and EN4 of the ADMP and the NPPF.

Impact on public safety

- 32 The proposed signage will be set towards the back of the public footpath which runs adjacent to London Road. Therefore, the bulk of the proposed street hub will not interfere with the flow of either traffic or pedestrians moving along the aforementioned path.
- 33 KCC were consulted on the proposals and raised no objections subject to conditions to restrict the levels of illumination and the transition between each advertisement.
- 34 The proposal would not have a significant adverse impact on the safety and operation of the surrounding highways or pedestrian safety.

Conclusion

- 35 The proposed advertisements would accord with the NPPF and our adopted development plan.
- 36 It is therefore recommended that this application is granted.

Background papers

Proposed Site Plan (Dated 20/12/2022)

Street Hub Elevations (Dimensioned)

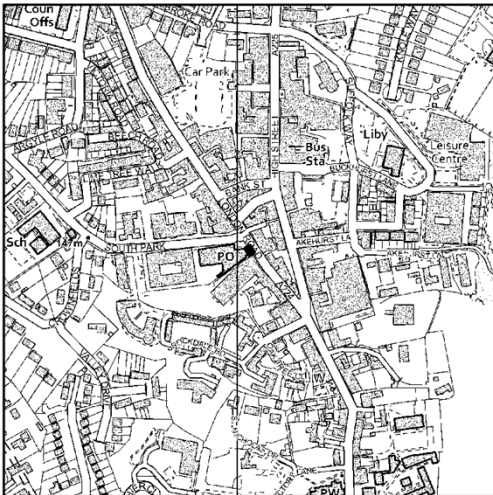
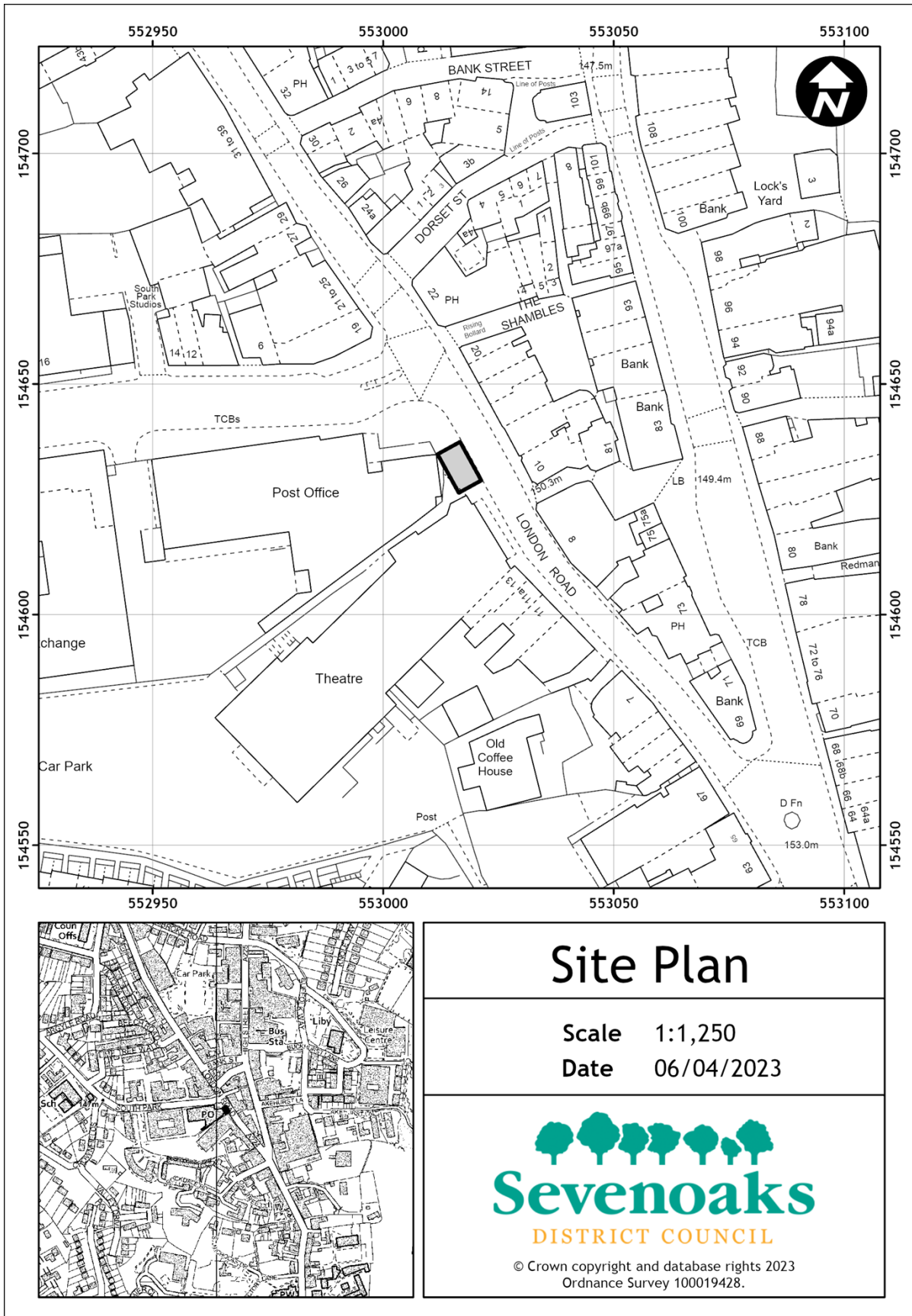
Contact Officer(s): Christopher Park

01732 227000

Richard Morris
Chief Planning Officer

[Link to application details:](#)

[Link to associated documents:](#)



Site Plan

Scale 1:1,250
Date 06/04/2023



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Ordnance Survey 100019428.

