

HC/TB/P20-3413

12 November 2021

Planning and Building Control  
Sevenoaks District Council  
Council Offices  
Argyle Road  
Sevenoaks  
TN13 1HG

Dear Sir/Madam,

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)**  
**Application for Advertisement Consent**  
**5 Bligh's Walk, Bligh's Meadow Shopping Centre, Sevenoaks, Kent, TN13 1DB**  
**Planning Portal Ref. PP-10355190**

Pegasus Planning Group Ltd ('the Applicant') seek to submit an application for advertisement consent for the following development at 5 Bligh's Walk, Bligh's Meadow Shopping Centre, Sevenoaks, Kent, TN13 1DB ('the Site'):

*"Installation and display of 1no internally illuminated fascia sign and 1no. internally illuminated projecting sign."*

Accordingly, the following documents have been submitted via the Planning Portal (ref. PP-PP-10355190):

1. Planning Application Form, including Ownership Certificate;
2. CIL Form;
3. A copy of the following architectural drawings:
  - a. Site Location Plan (PL-010 Rev 0);
  - b. Site Block Plan (PL-011 Rev 0);
  - c. Existing Ground Floor Plan (PL-110 Rev 0);
  - d. Proposed Ground Floor Plan (PL-111 Rev 0);
  - e. Existing and Proposed Front Elevations (PL-210 Rev 0);
  - f. Existing and Proposed Side Elevations (PL-211Rev 0);
  - g. Existing and Proposed Shopfront Sections (PL-300 Rev 0);
  - h. Signage Details (PL-500 Rev 0)
4. Planning Assessment and Photographs (included within this letter);

The application fee will be submitted to the Council under separate cover.

## Site Description

This application relates to the retail unit at 5 Bligh's Walk, located within the Bligh's Meadow Shopping Centre in Sevenoaks, to the south of the Bligh's Meadow car park. The unit is currently occupied by GAP Kids.



**Figure 1: Image of the Application Site**

According to the Sevenoaks District Planning Map (2015) the site is located within the Sevenoaks Town Centre as well as an Airfield Safeguarding Zone, Air Quality Management Area, and an Archaeological Notification Area.

The site is not located within a Conservation Area, however Sevenoaks High Street Conservation Area lies to the south-west of the site. The site does not comprise a statutory or locally listed building, and there are no such buildings in close proximity to the site.

According to the Environment Agency's Flood Map for Planning, the site falls within Flood Risk Zone 1, which indicates a 'low' probability of flooding.

## Planning History

Planning permission ref. SE/98/1988 was granted on 25 January 1999 for the Bligh's Meadow Shopping Centre redevelopment, for "5,030sqm gross floor area of retail space and ancillary works, together with 180 space car park, residential and community uses".

This permission was subject to a number of variations including:

**00/02495/CONVAR** – *Variation of Condition 23 of planning permission SE/98/1988, to allow retention of roof mounted air condition and extraction plant to unit SU3C.* Granted 13 December 2000.

The site itself, formerly known as Unit SU3C, has also been subject to further applications of relevance, as outlined below.

**00/01683/FUL** - *Installation of new shopfront and construction of external refuse enclosure.* Granted 5 October 2000.

**06/03348/ADV** – *Retrospective application for internal illuminated fascia sign and projecting sign.* Granted 12 February 2007.

**08/01981/ADV** – *New fascia sign above shopfront glazing similar to existing. Replace blade sign with new font.* Granted 29 October 2008.

**21/01860/FUL** – *Shopfront alterations, together with external alterations to the side elevation and associated works, and installation of external plant equipment to the roof.* Granted 6 August 2021.

**21/02171/FUL** – *Installation of a galvanised steel step over ladder at roof level to connect two existing service zones.* Granted 26 August 2021.

**21/01900/CONVAR** – *Variation of condition 2 (unloading/loading times) of SE/12/00827/CONVAR to extend permitted delivery hours of the retail premises at 5 Bligh's walk only to be serviced Monday to Saturday 6am to 9pm and Sundays and Public Holidays from 7am to 9pm.* Granted 21 September 2021.

## **Proposed Development**

This application seeks advertisement consent in order to facilitate occupation of the retail unit by a new occupier. Specifically, the application seeks advertisement consent for the installation and display of the following advertisement:

- 1no. internally illuminated fascia sign; and
- 1no. internally illuminated projecting sign.

The signage scheme also incorporates 1no. digital screens to be set internally behind the shopfront glazing, and a number of vinyl graphic applied to the internal face of the glazing of the unit. Given these advertisements are located inside the building, they benefit from

deemed consent under Class 12, Part 1 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), and as such express consent is not required. However, they are shown on the proposed drawings for completeness.

It should also be noted that the proposed plans indicate the approved works that were granted under application ref. 21/01860/FUL, which were proposed to facilitate the occupation of this unit by a new retailer. These works are shown on the proposed plans for completeness and to show the proposed signage in their true context.

## **Planning Policy**

In regard to this application, the Development Plan for the Sevenoaks District Council comprises the Sevenoaks District Council Core Strategy (2011), and the Sevenoaks District Council Allocations and Development Management Plan (2015).

Other material considerations include (but are not limited to), the National Planning Policy Framework (NPPF, 2021), supplementary planning documents and planning guidance.

The Sevenoaks District Council are currently preparing their Emerging Local Plan. The Planning Inspector however published their Report on the Examination of the Sevenoaks District Local Plan in March 2020 concluding that the Plan is not legally compliant in respect of the Duty to Co-operate and recommending that it should not be adopted. The Council are currently working on the emerging Local Plan, including updating Evidence Base documents where necessary, with the aim of having a plan in place by 2023.

The key policies relevant to this application are outlined below.

### Sevenoaks District Council Core Strategy (2011)

**Policy LO3 'Development in Sevenoaks Town Centre'** states that new development in the town centre should be of a scale consistent with the existing character of the centre and should contribute to improving the quality of the town centre environment.

**Policy SP1 'Design of New Development and Conservation'** states that all new development should be designed to a high quality and should respond to the distinctive local character of the area in which it is situated.

### Allocations and Development Management Plan (2015)

**Policy EN1 'Design Principles'** permits proposals which would create high quality design and meet the outlined criteria, such as responding to the scale, height, materials, and site

coverage of the area, the character of the site and the surrounding area, ensuring satisfactory means of access, be inclusive, and create a safe and secure environment.

**Policy EN2 'Amenity Protection'** states that proposals will be permitted where they would provide adequate residential amenities for existing and future occupiers of the development and would safeguard the amenities of existing and future occupants of nearby properties by ensuring that development does not result in excessive noise, vibration, odour, air pollution, activity or vehicle movements, overlooking or visual intrusion and where the built form would not result in an unacceptable loss of privacy, or light enjoyed by the occupiers of nearby properties.

### **Planning Assessment**

This application seeks advertisement consent in order to facilitate the occupation of this recently vacant unit within the Bligh's Shopping Centre. Specifically, the proposal seeks advertisement consent for the installation and display of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

Careful consideration has been given to the scale, siting and detailed design of the proposed advertisement to ensure that the proposal will respect the character and appearance of the host building and the surrounding area, in accordance with Policies LO3 and SP1 of the Core Strategy and Policy EN1 of the Allocations and Development Management Plan.

The proposed fascia will comprise of individual lettering with banding underneath which will be neatly contained within the designated fascia. The fascia sign will be located above the main entrance to the unit, similarly to the existing signage, whilst ensuring that no architectural features will be obscured.

The proposal also includes the installation and display of a projecting sign that will be affixed to the existing fascia in the same location as the current projecting sign for 'GAP'. The sign will provide a clearance of 3.34m from floor level to provide sufficient clearance as to not obstruct the public highway or result in an adverse impact on public safety in accordance with Policy EN2.

The proposed signs will incorporate high quality materials which will respect the modern character of the host building. The scale of these signs is considered appropriate and modestly sized in accordance with the Council's policy guidance, particularly when viewed in the context of the wider surrounding area and host building. The siting of the signage will also ensure that no architectural features will be obscured, in accordance with the Kent Design Guide SPD.

With regard to the method of illumination, the proposed signs will comprise internally illuminated individual letters. The principle of internally illuminated signage is considered in keeping with the character of the host building and the wider surrounding area. Indeed,

advertisement has previously been granted at this site for internally illuminated signage under application ref. 08/01981/ADV.

On the basis of the above, it is clear that the principle of internally illuminated signage has been considered acceptable within the host building and should therefore be similarly considered acceptable in this instance. Notwithstanding this, the proposed signage has been designed to ensure that a minimal amount of illumination is required, with illumination limited to the lettering only in order to minimise the visual impact and ensure that there will be no adverse impact on highways or pedestrian safety.

In summary, the proposed advertisements have been carefully designed in order to ensure that there will be no adverse impact on visual amenity or public safety, whilst also respecting the character and appearance of both the host building and the wider surrounding area. The proposed advertisements therefore will accord with Policies LO3, SP1 of the Core Strategy and Policies EN1 and EN2 of the Allocations and Development Management Plan.

## **Conclusion**

The proposed development will facilitate occupation of the site and will wholly comply with local and national planning policy.

The proposed signage scheme has been carefully designed to be of a high-quality appearance which will respect the character and appearance of the host building and the surrounding area. There will be no adverse impact on visual amenity or public safety by reason of the careful scale, siting and detailed design of the proposed signs.

As such it is clear that the proposed development is in accordance with both national and local planning policies. I trust that the above and enclosed is sufficient for the registration of this application. If you require any further information, please do not hesitate to contact me, or my colleague Henry Courtier (Henry.Courtier@pegasusgroup.co.uk).

Yours faithfully,

Thomas Beard  
**Senior Planner**

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