

Your Ref: **PP-12886953**  
Our Ref: HPD/CD/CM/21/187  
Date: 13 March 2024

Sevenoaks District Council  
Council Offices  
Argyle Road  
Sevenoaks  
Kent  
TN13 1HG



Hybrid Planning & Development Limited  
The Old Vyner Street Gallery  
23 Vyner Street  
London  
E2 9DG

[www.hpduk.com](http://www.hpduk.com)

+44 (0)20 3633 1678  
+44 (0)7814 560 543  
[cmills@hpduk.com](mailto:cmills@hpduk.com)

Dear Sir / Madam,

**RE: UNIT 5 MARK WAY, SWANLEY, BR8 8NJ**

On behalf of our client, Screwfix Direct Limited, we are instructed to submit an application for advertisement consent for the display of 1 no. totem sign.

Accordingly, please find enclosed herewith the following documents, which in addition to this letter, comprise the application:

- Duly completed Planning Application Form;
- Site Location Plan at scale 1:1,250 with the site edged in red; and
- Proposed Totem (Dwg no. DR-I-0018-TOTEM-P3).

The statutory application fee of £165.00 has been paid electronically by card following submission of this application via the Planning Portal.

We turn now to set out the proposal, and the relevant National and Local planning policy, below.

## THE APPLICATION PROPOSALS

The proposed totem sign will be located on the grass verge between London Road and Mark Way to direct the public to Unit 5 Mark Way which is not visible from the proposed sign. The document entitled Site Location Plan outlines the location of the proposed totem.

The fascia of the proposed totem (as shown on plan ref. DR-I-0018-TOTEM-P3) will be 1.5m wide and 2m in height, whilst the overall height of the sign from ground level will be 2.8m.

The totem will not be illuminated and will have a background colour of white and blue. The proposed colour of the text will be blue and red; whilst each individual letter will be no more than 19cm high.

## PLANNING POLICY

Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be efficient, effective and simple in concept and operation. The NPPF clarifies (in Paragraph 141) that the display of outdoor advertisements can only be controlled in the interests of "amenity" and "public safety", taking account of cumulative impacts.

In local planning policy terms, we consider that Policy EN2 (Allocations and Development Management Plan - February 2015), is of most relevance.

Policy EN2 states that proposals will be permitted in areas where they would safeguard the amenities of existing and future occupants of nearby properties by ensuring that development does not result in, and is not located in areas where occupiers of the development would be subject to, 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.

The proposed totem would be within an existing industrial estate, wherein a number of similarly sized totem signs are apparent, and wherein these not only assist in contributing to a varied and interesting street scene, but they also provide directional information to motorists, cyclists, and pedestrians.

Consequently, we are of the view that the proposed totem sign is consistent with the existing signage in the area, and is in keeping with the character of the area (an existing employment/industrial location), such that it would not result in a detrimental visual impact on the character and appearance of the industrial estate, nor on the amenity of the surrounding area.

In addition, it is considered that the graphics will not cause a distraction to pedestrians, cyclists or traffic, and thus highway safety. As set out above, the fascia of the proposed totem sign will not be illuminated, and will contain a very simple text, to allow the sign to be read and easily assimilated, and will ensure that the proposals do not result in a detrimental impact to visual amenity and highway safety. Consequently, the signage will not distract drivers' attention from the road and indeed, in helping to identify the location of the unit, will assist those seeking to visit the premises to locate them without having to take their eyes from the road for any significant period of time, thereby contributing towards highway safety.

The proposed location of the totem sign will not cause any obstruction on the public highway, and will not restrict any views onto the public highway. However, it will more readily enable visitors to easily identify the premises occupied by Screwfix Direct Ltd., when visiting the site.

It is therefore considered that the proposal wholly complies with the guidance set out in the NPPF, and Policy EN2 of the Local Plan.

Screwfix Direct Limited make a positive contribution to the commercial and community life of the area providing essential trade counter services to local businesses and large organisations. However, in order to promote the branch, an effective advertisement scheme is required which not only conveys the brand to members of the trade but also contributes to the appearance of its surroundings.

## **CONCLUSION**

We are of the view that the proposed sign and its proposed location would not cause any harm in the interests of amenity, nor would it adversely impact upon public safety.

We trust that you have sufficient information to determine this application, but should you have any questions or queries in the meantime or require any further information, please do not hesitate to contact me.

Yours faithfully,



**Charlotte Mills**  
SENIOR PLANNER

Encs