



Richard Timms  
Planning Department  
Maidstone Borough Council

**BY EMAIL**

Our ref: OK/16057

28 November 2023

Dear Richard,

**APPLICATION FOR ADVERTISEMENT CONSENT AT LAND WEST OF CHURCH ROAD, OTHAM, MAIDSTONE**

On behalf of Bellway Homes Kent, please find enclosed an application for advertisement consent for the installation of flagpoles and signage at Land West of Church Road, Otham.

In July 2021 planning permission was allowed at appeal under application ref. 19/506182/FULL for the erection of 421 dwellings with associated access, infrastructure, drainage, open space and landscaping. A subsequent S73 application to vary the trigger included within condition 30 of the consent was approved under application ref. 22/501614/FULL in May 2023.

Construction is progressing on site, with the first homes nearing completion. This application seeks temporary advertisement consent, for a period of five years, to advertise the development and support its continued delivery.

The full description of development is as follows:

*"Advertisement consent for 10no. flag poles, 1no. v board sign, 1no. post mounted sign and 1no. single aspect sign"*

Accompanying this application is the following document which provides full details of the signs and flags proposed:

- Bellway Kent Parsonage Place Signage Pack REV 0.

This application seeks advertisement consent for the erection of 10no. flag poles, 1no. v board sign, 1no. post mounted sign and 1no. single aspect sign to advertise the development site by its marketing name 'Parsonage Place'. The signage will direct visitors to the Site, assisting with wayfinding and access.

The advertisements are considered proportionate, taking into account the scale of the development and to ensure that visitors are suitably directed to the Site. The sensitive location of the Site, adjacent to a Grade I listed church, has been carefully considered when designing the scheme. The number of advertisements has been reduced from that normally expected for a site of this size, including the height of the signage. In particular the flag poles are at only 4.6m in height, having been reduced to limit any potential impact



on the neighbouring listed building and the surrounding area. The colour scheme has too been carefully chosen, with darker tones to sit comfortably within the context of the neighbouring listed building.

Overall, the signs would be of an appropriate, scale, design and positioning given their type and purpose. The colouring of the signs would be visually acceptable and none would be illuminated. Furthermore, given the scale of the development the limited number of signs is considered proportionate and would not result in undue clutter or an over proliferation of signs. Temporary consent is only sought for a period of five years, with the signage taken down after this date. Any potential impacts would therefore only be temporary.

Advertising the Site is essential to assist with the sale of homes on the development, particularly given the Site's location away from some of the main throughfares around Maidstone. They support delivery, aiding the sale and completion of the development, as well as ensuring customers are directed to the appropriate parts of the Site. Within the surrounding area a number of other developments benefit from extensive advertisements. It is important that Bellway's presence on site is also easily identifiable, although its proposed advertisements are moderate in comparison.

The signage is suitably set back from the road and therefore will not give rise to any highway safety concerns.

Overall, the signage is considered to comply with Policies DM1 of the Local Plan and paragraphs 130 and 136 of the NPPF.

Policy DM18 of the Local Plan is noted, however this relates to permanent signage for shopfronts and is not relevant to signage in relation to temporary works on site.

Please note, there is an existing sign on site, however this benefits from permitted development and so is not included as part of this application.

I trust you have sufficient information to validate the application, and I look forward to receiving acknowledgement of its receipt in due course. In the meantime, should you require any additional information then please do not hesitate to contact me.

Yours sincerely,

**Oonagh Kerrigan**

Senior Planner

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