

PLANNING COMMITTEE – 14 SEPTEMBER 2017

PART 1

Report of the Head of Planning

PART 1

Any other reports to be considered in the public session

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| REFERENCE NO - 17/503041/ADV | | | |
| APPLICATION PROPOSAL Advert Application for 1 x roof mounted lettering, 2 x wall mounted signs and 1 x pole mounted sign. | | | |
| ADDRESS 6A The Broadway, Minster-on-Sea, Sheerness, Kent, ME12 2RN | | | |
| RECOMMENDATION – Split – Part Grant / Part Refuse | | | |
| SUMMARY OF REASONS FOR RECOMMENDATION/REASONS FOR REFUSAL The proposal would not give rise to significant harm to highway safety/convenience, residential amenity or visual amenity. | | | |
| REASON FOR REFERRAL TO COMMITTEE Recommendation contrary to the written view of the Parish Council. | | | |
| WARD Minster Cliffs | PARISH/TOWN COUNCIL Minster-on-Sea | APPLICANT Independent Vetcare Ltd AGENT Think Marketing Material | |
| DECISION DUE DATE 24/08/17 | PUBLICITY EXPIRY DATE 28/07/17 | OFFICER SITE VISIT DATE 13/07/17 | |
| RELEVANT PLANNING HISTORY (including appeals and relevant history on adjoining sites): | | | |
| App No | Proposal | Decision | Date |
| SW/89/0030 | Erection of veterinary surgery | Approved | 28/02/89 |

1.0 DESCRIPTION OF SITE

- 1.01 The site forms a semi-detached, single storey building which was granted planning permission for its erection and use as a veterinary surgery in 1989. There is hardstanding to the front, side and rear.
- 1.02 This southern end of The Broadway is mixed in residential and commercial development with a dental surgery adjacent to the site and a small row of units known as Trafalgar Parade on the opposite side of the road. To the north, the site is adjacent to the boundary of a dwelling, 8 The Broadway.
- 1.03 The existing signage includes 2 wall mounted signs (1 which is illuminated) and a pole mounted sign to the front, close to the boundary with 8 The Broadway. Although the pole sign has the ability to be illuminated, it is understood that it is not connected and used as such.

2.0 PROPOSAL

- 2.01 The proposal seeks advertisement consent for the replacement of the wall mounted signs and the pole sign, as well additional roof mounted lettering.
- 2.02 The roof mounted lettering would measure 0.529m tall x 1.171m wide x 5cm deep.
- 2.03 The pole mounted sign itself would measure 0.7m tall x 0.8m wide x 7cm deep. Taking into account the pole, the overall sign would measure approximately 2.1m in height and be located to front of the site, adjacent to the boundary with 8 The Broadway.
- 2.04 1 of the wall mounted signs would be internally illuminated to 180cd/m² (as the existing one is) and all other signs would be non-illuminated.

3.0 PLANNING CONSTRAINTS

- 3.01 None relevant

4.0 POLICY AND OTHER CONSIDERATIONS

- 4.01 The National Planning Policy Framework (NPPF) and the National Planning Practice Guidance (NPPG).
- 4.02 Development Plan: Policies CP 4, DM 14 and DM 15 of "Bearing Fruits 2031: The Swale Borough Local Plan 2017".
- 4.03 Supplementary Planning Documents: "The Design of Shopfronts, Signs & Advertisements".

5.0 LOCAL REPRESENTATIONS

- 5.01 Minster Parish Council objects to the proposal and considers that the pole sign would be harmful to the amenities of 8 The Broadway.
- 5.02 8 The Broadway objects to the application, specifically to the pole sign. The owner/occupiers consider it would be harmful to the visual amenity of the dwelling and more directly in their line of sight. It is also queried whether the sign would be visible on both sides.

6.0 CONSULTATIONS

- 6.01 KCC Highways & Transportation had no comments to make.

7.0 BACKGROUND PAPERS AND PLANS

- 7.01 The application reference to which this proposal refers to is 17/503041/ADV.

8.0 APPRAISAL

- 8.01 The application site is within the defined built up area boundary in which the principle of development is acceptable. The main considerations in this case are the impact of the proposal upon highway safety & convenience, visual amenity and residential amenity.
- 8.02 At this point, I inform Members that the original submission proposed the main pole sign to be illuminated and also included a separate 'free parking' sign further down

the pole. Following the neighbouring, and Parish Council objections, the agent agreed to remove the illumination such that this would be a non-illuminated pole sign (this would be ensured by condition) and to remove the separate 'free parking' sign (now to be included as part of the main sign).

- 8.03 Following these amendments, the Parish Council confirmed that their objection remains.

Highway Safety & Convenience

- 8.04 KCC Highways considered this a non-protocol application and therefore had no comments to make. However, in my view, the signs would be sufficiently separated from the highway so as to warrant no significant concern in this regard. The wall mounted sign to be illuminated (180cd/m^2) would be within the brightness level set out within 'The Institution of Lighting Engineers Technical Report Number 5' for a low brightness area (600cd/m^2) and I consider this would also not give rise to significant concern in this regard.

Residential Amenity

- 8.05 Although the pole sign would remain visible from the adjacent dwelling, and slightly more so due to its lower height, I do not believe it would give rise to an overbearing or overshadowing impact. It would no longer be illuminated and I consider no significant harm in this regard. The submitted objection from 8 The Broadway considers the pole sign would be more directly in their line of sight, however Members will be aware that the impact of the sign upon the views from the dwelling is not a material planning consideration. I consider the proposal acceptable in terms of residential amenity.

Visual Amenity

- 8.06 The building itself is set back from the general building line and the adjacent site, 6 The Broadway, is more prominent and somewhat shrouds the application site. As such, in my view, the wall and roof mounted signs would not amount to dominant or intrusive features in the street scene. Again, the wall mounted sign to be illuminated would be compliant with the brightness guidance set out within 'The Institution of Lighting Engineers Technical Report Number 5' and I consider this would also not be intrusive to the street scene.
- 8.07 The current pole mounted sign is, and the proposed replacement would be, undoubtedly more prominent in the street scene than the other signs given its placement at the front of the site. I can also confirm that, as with the current pole sign, the text would be on both sides. However, this part of the road is mixed in residential and commercial development, and there is, albeit lower, a pole mounted sign on the adjacent site, as well as several fascia and window/wall mounted signage throughout 'Trafalgar Parade' opposite.
- 8.08 As a result, I do not believe the existing pole sign appears out of place or intrusive to the mixed nature of this part of the street scene, and I do not consider the proposed replacement would be either, especially following the removal of the illumination and separate 'free parking' sign. I do not consider its height of 2.1m (slightly lower than the existing) would be excessive or dominant.
- 8.09 The submitted comments suggest that the pole sign would be better placed on the other side of the site, adjacent to the dental surgery, however the agent has

confirmed that this is not an option for the applicant, but as above, did agree to remove the illumination and separate parking sign. I consider the proposal to be acceptable in terms of visual amenity.

- 8.10 However I am concerned about the proposed roof mounted lettering sign .In particular that it would be sited above the eaves of the building so that it would be visible along the road. In this regard it would be poorly related to he building and in my opinion , appear incongruous in the streetscene and should therefore be refused permission.

9.0 CONCLUSION

- 9.01 Taking into account all of the above, and despite the concern raised, I do not consider that the proposed signs, as amended, would give rise to significant harm to highway safety or residential/visual amenity and recommend that advertisement consent be granted for all the proposed signs accept for the roof mounted sign as mentioned above.

10.0 RECOMMENDATION – Split - Part Allowed/Part Refused subject to the following conditions/reasons for refusal:

Consent granted for the following signs:

- 1 x internally illuminated wall mounted sign;
- 1 x non – illuminated wall mounted sign;
- 1 x pole mounted sign;

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.
- (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.
- (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.
- (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.
- (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.

Reason: In accordance with the provisions of Regulation 2(1) of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- (6) The maximum luminance of the wall mounted sign hereby permitted shall not exceed 180cd/m².

Reason: In the interests of highway safety and the amenities of the area.

- (7) The illumination of the wall mounted sign hereby permitted shall not be of a flashing type.

Reasons: In the interests of highway safety and the amenities of the area.

- (8) The source of illumination of the wall mounted sign hereby permitted shall not be visible to users of the highway.

Reasons: In the interests of highway safety and the amenities of the area.

- (9) The wall mounted sign shall not be illuminated except during the hours that the premises to which it relates are open for business.

Reasons: In the interests of visual amenity.

- (10) No other sign hereby permitted shall be illuminated.

Reason: In the interests of the amenities of the area.

Consent refused for the following sign:

- 1 x roof mounted sign;

For the following reason:

- 1) The proposed roof mounted sign, by virtue of its location sited above the eaves level of the building to which it is related, would be harmful to the character and appearance of the building and the surrounding area in a manner contrary to policies DM14 and DM15 of the adopted Swale Borough Local Plan 2017 and to the Council's Supplementary Planning Guidance entitled Design of Shopfronts , Signs and Advertisements.

NB For full details of all papers submitted with this application please refer to the relevant Public Access pages on the council's website.
The conditions set out in the report may be subject to such reasonable change as is necessary to ensure accuracy and enforceability.