

**PLANNING COMMITTEE – 24 JUNE 2021****PART 2**

Report of the Head of Planning

**PART 2**Applications for which **PERMISSION** is recommended

<b>2.1 REFERENCE NO - 21/501885/ADV</b>		
<b>APPLICATION PROPOSAL</b> Advertisement Consent for 7no. internally illuminated fascia signs.		
<b>ADDRESS</b> Bourne Place St Michaels Road Sittingbourne Kent ME10 3JY		
<b>RECOMMENDATION</b> Grant, subject to conditions		
<b>REASON FOR REFERRAL TO COMMITTEE</b> The Council is the applicant.		
<b>WARD</b> Chalkwell	<b>PARISH/TOWN COUNCIL</b>	<b>APPLICANT</b> Swale Borough Council <b>AGENT</b> Academy Signs Ltd
<b>DECISION DUE DATE</b> 18/06/21	<b>PUBLICITY EXPIRY DATE</b> 01/06/21	

**Planning History**

20/503138/FULL

Change of use (including minor external alterations) of vacant units for use as an indoor bowling alley (Class D2).

Approved Decision Date: 23.09.2020

19/505003/ADV

Advertisement consent for installation of 2no. new fascia signs, 1no. projection sign and 1no. menu board at Unit 8 (Loungers/Sentado)

Granted 26/11/19

19/504649/FULL

Minor material amendment to condition 2 of application 14/505440/FULL (proposed mixed use development - on six parcels of land - of 212 residential apartments (use class C3), 3158 sq m of retail space (use class A1), A 308 space multi storey car park, 1713 sq.m cinema (use class D2), 2320 sq.m ground floor restaurant units (use class A3), first floor D2 use and the re-alignment of St Michael's road with amendments to the road network and the creation of a new public square in Sittingbourne Town Centre, in front of the railway station). The changes sought relate to site 4, incorporating amendments to the design of Block A (including façade amendments to the Station Road elevation, a reduced height to Block A overall, reconfiguration of Block A ground floor to create 6 restaurant units (with increase in restaurant space within Block A from 1787sqm to 1865 sqm), and provision of additional outdoor seating areas to Block A.

Approved Decision Date: 21.11.2019

19/501983/ADV

Advertisement Consent for the installation of 4no. Internally illuminated fascia signs for  
Travelodge  
Granted 28/05/19

14/505440/FULL

Proposed mixed-use development – on six parcels of land – of 212 residential apartments (Use Class C2), 3158sqm of retail space (Use Class A1), 308 space multi-storey car park. 1713sqm cinema (Use Class D2), 2320sqm ground floor restaurant units (Use Class A3), first floor D2 use and the re-alignment of St Michael’s Road with amendments to the road network and the creation of a new public square in Sittingbourne Town Centre, in front of the railway station.

Approved Decision Date: 24.05.2017

## **1. DESCRIPTION OF SITE**

- 1.1 The application site, now known as Bourne Place, comprises new development units constructed as part of the Spirit of Sittingbourne regeneration scheme. The units provide a mixture of restaurant and entertainment uses including a cinema complex with bowling alley and hotel. The development fronts onto a new public square opposite the train station, and the building containing the cinema, bowling alley and restaurants also has elevations facing Station Street and St Michaels Road.
- 1.2 The high street is in close proximity to the site and The Forum lies immediately to the east. Surrounding development is generally characterised by shops and service uses (and associated car parks) with some residential uses.

## **2. PROPOSAL**

- 2.1 This application seeks advertisement consent for the erection of signage for Bourne Place on the cinema / restaurant building, advertising the services and businesses available in the complex. The signage will be located on a chamfered corner to the building immediately adjacent to St Michaels Road. It will consist of 7 individual signs in total in a roughly square shaped arrangement on the elevation, measuring a total of 4.6m x 3.83m. The signs are as follows -
  - 1no. illuminated fascia sign reading “The Light: Meet + Play + Watch” which will measure 1.2 in height by 4.6m in width and painted dark blue RAL 5004 with white and orange text.
  - 6no. illuminated fascia signs with individual vinyl logos applied to Perspex panels which will measure 1.2m in height by 1.2m in width. Details of four of the signs have been given reading “Travel Lodge”, “Nando’s”, “Sentado Lounge” and “Bourne Place” all in their corporate colours. Two of the fascia’s remain blank, as not all units are currently let.

## **3. PLANNING CONSTRAINTS**

- 3.1 Within the Sittingbourne town centre boundary
- 3.2 Within the Sittingbourne Regeneration Area

## **4. POLICY AND CONSIDERATIONS**

- 4.1 The National Planning Policy Framework (NPPF) & National Planning Practice Guidance (NPPG)

4.2 Development Plan: Policies CP4, DM14 and DM15 of 'Bearing Fruits 2031: The Swale Borough Local Plan 2017'

4.3 Supplementary Planning Documents: 'The Design of Shopfronts, Signs & Advertisements'

## **5. LOCAL REPRESENTATIONS**

5.1 No local representations received. A site notice was displayed and has since expired.

## **6. CONSULTATIONS**

6.1 KCC Highways: No objection, subject to a condition limiting the maximum value of luminance of the signs.

6.2 Environmental Health: No adverse comments or observations to make.

## **7. BACKGROUND PAPERS AND PLANS**

7.1 Application papers and plans relating to 21/501885/ADV.

## **8. APPRAISAL**

### Principle of Development

8.1 The application site lies within the built-up area boundary of Sittingbourne and within the town centre, immediately adjacent to the defined primary shopping area and within an area primarily characterised by retail / commercial / service uses. The development is essentially an extension to the town centre service offer where the display advertisements is commonplace. As with all applications for advertisement consent, the only matters for consideration are those relating to amenity and public safety.

### Visual amenity

8.2 The signage would be located on a chamfered corner of the building at first floor level. The upper part of the building on this elevation currently consists of a blank grey façade with glazing to the ground floor. The only advertisements on this elevation consist of window sticker adverts on the ground floor glazing. The signage would cover a very modest part of the façade of the building, and in my opinion would be of an appropriate scale for the building. The design and colouring of the signs would not be unusual and would largely reflect the standard corporate colours of each business. I consider that the placing of this signage is logical as it would be visible from a key road and from the train station. Given the town centre location and relatively modest size of the adverts in relation to the building, I consider the impact upon visual amenity to be acceptable.

### Residential amenity

8.3 Environmental Health have been consulted and raise no issues with the proposed signage in terms of residential nuisance and I note that the nearest residential property will be located roughly 25m from the proposed signage and due to the orientation of the site the signage would not directly face this property. I therefore do not consider that the signage would cause significant harm to residential amenity.

### Highways

- 8.4 The illuminated signs would be situated immediately adjacent to St Michaels Road and by a signalised junction and would be clearly visible to passing traffic. I note KCC Highways have no objection to the application on highways safety grounds subject to the inclusion of a condition restricting the maximum illuminance of the signage. On this basis I consider the application will be acceptable in this regard with this condition in place and have included it below.

Other matters

- 8.5 The two fascia signs that are listed as “TBC” with no details of colour or lettering submitted will require a separate application for advert consent when these details are agreed so that the colours and lettering can be properly assessed. I have included this note in an informative below.

## 9. CONCLUSION

- 9.1 The application would have an acceptable impact on both visual and residential amenity as well as causing no additional highways safety concerns, and I am content that this would comply with policies DM14 and DM15 of the Local Plan and the NPPF.

## 10. RECOMMENDATION

GRANT Subject to the following conditions:

### 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.

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

- (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.

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

- (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.

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

- (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.

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

- (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 illumination of any sign hereby permitted shall not be of a flashing type.

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

- (7) The maximum value of luminance shall not exceed those specified on the application form for each advertisement.

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

## INFORMATIVES

- (1) The areas on the sign listed as "TBC" with no details of the individual advert, colour or lettering will require a separate application for advertisement consent.
- (2) You are advised that a licence will be required from Kent County Council for any sign/furniture/awning within or overhanging the highway. To discuss further, please contact KCC Highways & Transportation on 03000 418181
- (3) It is the responsibility of the applicant to ensure, before the development hereby approved is commenced, that all necessary highway approvals and consents where required are obtained and that the limits of highway boundary are clearly established in order to avoid any enforcement action being taken by the Highway Authority.

Across the county there are pieces of land next to private homes and gardens that do not look like roads or pavements but are actually part of the road. This is called 'highway land'. Some of this land is owned by The Kent County Council (KCC) whilst some are owned by third party owners. Irrespective of the ownership, this land may have 'highway rights' over the topsoil. Information about how to clarify the highway boundary can be found at <https://www.kent.gov.uk/roads-and-travel/what-we-look-after/highway-land/highway-boundary-enquiries>

The applicant must also ensure that the details shown on the approved plans agree in every aspect with those approved under such legislation and common law. It is therefore important for the applicant to contact KCC Highways and Transportation to progress this aspect of the works prior to commencement on site.

- 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.

