

2.5 REFERENCE NO - 22/502679/ADV		
APPLICATION PROPOSAL Advertisement Consent for 1 no. non-illuminated hoarding signage board.		
ADDRESS Manor Farm Key Street Sittingbourne Kent ME10 1YU		
RECOMMENDATION Grant subject to conditions		
REASON FOR REFERRAL TO COMMITTEE Parish Council objection		
WARD Borden And Grove Park	PARISH/TOWN Borden	COUNCIL APPLICANT Miss Teresa Rolfe
DECISION DUE DATE 05/08/22	PUBLICITY EXPIRY DATE 20/07/22	OFFICER SITE VISIT DATE 29/06/2022

Planning History

21/504812/REM - Approval of Reserved Matters of appearance, landscaping, layout and scale for erection of 50 dwellinghouses pursuant to application 17/500727/OUT - Outline application for residential development for up to 50 dwellings with access off Chestnut Street (All others matters reserved).
Pending Consideration

22/503060/SUB - Submission of details pursuant to condition 23 (Archaeology) of application 17/500727/OUT.
Pending Consideration

17/500727/OUT - Outline application for residential development for up to 50 dwellings with access off Chestnut Street (All others matters reserved), as amended by drawings received 31/05/2017
Approved Decision Date: 20.12.2019

SW/04/0095 - Outline application for the construction of 27 dwellings, garages and a community woodland and habitat area
Refused

SW/03/0224 - Construction of 39 no. dwellings garages, community orchard and play area.
Refused

SW/89/1815 - Garage store single storey
Approved pre 1990 Decision Date: 12.03.1990

SW/87/0917 - Illuminated poster panels within bus shelter
Approved pre 1990 Decision Date: 26.08.1987

SW/87/0916 - Illuminated poster panels within bus shelter
Approved pre 1990 Decision Date: 26.08.1987

SW/85/0299 - Construction of entrance
Approved pre 1990 Decision Date: 24.05.1985

SW/83/0504 - Reconstruction of garages workshops

Refused Decision Date: 16.09.1983

SW/82/0981 - Outline application for one dwelling

Refused Decision Date: 26.01.1983

SW/81/1146 - Outline application for erection of one dwelling

Refused Decision Date: 18.11.1981

SW/80/1272 - Application for established use certificate for use of garage premises for car repairs

Refused Decision Date: 21.09.1981

SW/80/0162 - Outline application for erection of one detached house

Refused Decision Date: 15.07.1980

1.0 DESCRIPTION OF SITE

1.1 This application relates to an advertisement hoarding signage board which has been positioned on land at Manor Farm in relation to the Outline application 17/500727/OUT for up to 50 dwellings. The advertisement signage is positioned off of Chestnut Street in the vicinity of Key Street Roundabout. It is positioned adjacent to an access gate to Manor Farm and is set back from the road by approximately 13.69m. The advertisement sign sits amongst hedgerow and trees and is visible when exiting Key Street roundabout onto Chestnut Street. The site lies within the built up area boundary of Sittingbourne.

1.2 The street-scene here is mainly the roundabout at Key Street, Chestnut Street and the A249. The closest properties to the north-east are those along Key Street adjacent to the roundabout which are not visible from the site and the nearest dwellinghouse to the south west along Chestnut Street is 1 Florence Cottages which is in excess of 400m away from the signage.

2.0 PROPOSAL

2.1 This application seeks retrospective permission for the retention of 1no. non-illuminated hoarding signage board advertising acquired land and housing development and consent is being sought until 16/12/2022.

2.2 The signage itself has square proportions measuring 2.44m by 2.44m. It has two aluminium posts which measure a height from the ground to the base of the advertisement of 1.5m. The total height of the advertisement signage measures 3.94m. The signage is made of Aluminium composite with a burgundy red background and white lettering with a maximum height of the individual letters being 37 centimetres.

3.0 PLANNING CONSTRAINTS

3.1 Potential Archaeological Importance

4.0 POLICY AND OTHER CONSIDERATIONS

4.1 The National Planning Policy Framework (NPPF) and the National Planning Practice Guidance (NPPG).

4.2 Development Plan: Bearing Fruits 2031: The Swale Borough Local Plan 2017 policies:

- CP4 (Requiring good design)
- DM14 (General Development Criteria)
- DM15 (New shopfronts, signs and advertisement)

4.3 Supplementary Planning Guidance (SPG): 'The Design of Shopfronts, Signs and Advertisements'.

4.0 *Government places a duty on the Borough Council to consider all applications for new signage in relation to their impact upon amenity and Highway safety.*

4.1 *The Borough Council will not normally permit advertisements outside town centres, particularly in sensitive areas such as residential area and open countryside.*

4.2 *Signs are not permitted adjacent to major highways or at junctions where they may be a distraction to motorists.*

5.0 LOCAL REPRESENTATIONS

5.1 Two letters of objection have been received for the following summarised reasons:

- Certain of the objections raised have been received relating to the proposed housing at Manor Farm for which there is currently a reserved matters application under consideration, rather than to the merits of the sign-board as erected and displayed. I am therefore unable to take those points into account in considering the application.
- One of the objections comments "*The building company have no thought for those being affected by this building site, they haven't even tried to blend the sign in to make it less of an eyesore for the residents of Key Street.*"

6.0 CONSULTATIONS

6.1 Borden Parish Council have provided the following comments:

"It was resolved to comment that the size and location would be distracting to drivers".

6.2 Kent County Council Highways and Transportation have been consulted on the application and considered the development proposal does not meet the criteria to warrant involvement from the Highway Authority in accordance with the current consultation protocol arrangements.

6.3 Following the comments received from Borden Parish Council concerning the impact of the advertisement on drivers, further comments have been sought from Kent County Council Highways. They have provided the following summarised comments:

- *Do not consider the advertisement would be any more of a distraction than other signs typically found alongside the highway.*
- *Unless it was obscuring the view of, or conflicting with, regulatory highway signage, this is unlikely to be considered distracting to drivers. Maybe if it were an illuminated sign that was flashing with bright colours that might confuse the perception of a*

nearby traffic signal or warning sign, it might need consideration. However, billboards and other private signage are commonplace adjacent to the highway, and even in more sensitive locations such as complex junctions where drivers have to be particularly alert. I am not aware of any hard evidence to suggest that they are problematic.

- *Consider the message on this sign is quite clear to read quickly, as it's not trying to provide lots of information for people to process, so do not think drivers are going to be staring at that for any length of time instead of concentrating on the road.*

7.0 BACKGROUND PAPERS AND PLANS

Application papers for application 22/502679/ADV

8.0 APPRAISAL

- 8.1 I consider the main consideration is the impact of the signs upon amenity and highway safety/convenience.
- 8.2 The need to promote this major new development to potential purchasers of the new residential homes is understood and the type of signage proposed is not untypical of what the Council has permitted elsewhere on housing developments.
- 8.3 **Highway safety/convenience**
- 8.4 Kent Highways have been consulted on the application and do not consider the proposal warrants their involvement. They were re-consulted further following the comments received from Borden Parish Council and consider the advertisement would not be any more of a distraction than other signs typically found alongside the highway.
- 8.5 The signage board is situated approximately 13.69m from Chestnut Street and adjacent to hedgerow as well as trees of significant height. It is not prominently visible when travelling along Chestnut Street towards the roundabout due to its set back position and the adjacent hedgerow. The signage is primarily visible when exiting the roundabout onto Chestnut Street. I agree with the comments from KCC Highways that due to the sign being non illuminated and clear to read with the contrasting background and white lettering that it is not significantly distracting to drivers exiting the roundabout, I note further the sign has been present in this location for at least 3 months. It must also be taken into consideration whether this sign is significantly more distracting than the other signs which are positioned around the roundabout, including the one advertising the lost village of Key Street and if any accidents have occurred that could be attributed to them. In this instance the signage is set back from the roundabout off of Chestnut Street by approximately 40m and is not unduly prominent.
- 8.6 Given the above points and the comments received from the Highway Authority and the fact that the sign is relatively low in relation to the surrounding hedgerow and trees I am of the view that there can be no significant concern in terms of highway safety and convenience.

Residential Amenity

- 8.7 The advertisement sign is positioned on land where the nearest residential houses are a considerable distance away and I am, therefore, of the view that the sign would not

have an impact on residential amenity in the area. Due to the layout of Key Street roundabout and the set-back position of the sign I note it is not visible to the residential properties positioned along Key Street to the north-east.

Visual Amenity

- 8.8 Taking into consideration the objection received from a resident on Key Street, although I acknowledge the colour of the signage does not blend into the hedgerow I consider the design and colouring of the signage is fairly restrained and not unusually strident and as such I consider it is not significantly harmful to the visual amenity of the surrounding area, at least over such a short-term period.
- 8.9 I also consider that the sign is of an acceptable scale and design. It is not positioned in a sensitive area, albeit that it is in the countryside, but it has been set back amongst high hedgerow and trees and is not unduly prominent. I therefore believe the sign has not resulted in significant harm to visual amenity.
- 8.10 I note this is an area of potential archaeological importance, however the works are of a minor nature where the sign is mounted on two posts which have been inserted into the ground and as such, I do not consider it would require the need for archaeological measures in this instance.

9.0 CONCLUSION

- 9.1 The application proposes temporary signage until 16/12/2022. I do not consider the non-illuminated sign board has an unacceptably detrimental impact upon either amenity or any harm to highway safety, which are the statutory tests here. I am therefore satisfied that the signage complies with policies DM14 and DM15 of the Local Plan and also the NPPF.

10.0 RECOMMENDATION – GRANT Consent 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.
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 1no. non-illuminated hoarding signage board hereby permitted shall be removed no later than 6 months beginning with the date on which the permission is granted.

Reason: In the interests of visual amenity.

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.

