

2.5 REFERENCE NO - 24/501489/ADV		
PROPOSAL: Advertisement Consent for 2no. totem signs, 4no. flags and flag poles, and 2no. fascia signs		
SITE LOCATION: Parcel G Harps Farm, Thistle Hill Way, Minster-on-sea, Kent		
RECOMMENDATION: Delegate to the Head of Planning to grant advertisement consent subject to appropriate safeguarding conditions set out in the report, with further delegation to the Head of Planning to negotiate the precise wording of conditions, including adding or amending such conditions as may be consequently necessary and appropriate.		
APPLICATION TYPE: Advertisement Consent		
REASON FOR REFERRAL TO COMMITTEE: Minster-on-sea Parish Council has objected to the proposed signage.		
Case Officer: Luke Simpson		
WARD: Sheppey Central	PARISH/TOWN COUNCIL: Minster-on-sea	APPLICANT: Jones Homes (Southern) Ltd AGENT: Rosie Dennis (DHA Planning)
DATE REGISTERED: 05/04/2024		TARGET DATE: 18/06/2024
BACKGROUND PAPERS AND INFORMATION: Documents referenced in report are as follows: - 1283/Sales arena/02 C - Sales arena, signage and flag locations 1283/Sales arena/03 C - Sign board and flag poles The full suite of documents submitted pursuant to the above application are available via the link below: - https://pa.midkent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=SBGJOVTYJKG00		

1. SITE LOCATION AND DESCRIPTION

- 1.1 The application site is located in Minster-on-sea on the Isle of Sheppey and is part of a wider development site, known as Harps Farm, that benefits from outline planning permission (SW/13/1455) and permission of reserved matters for Parcel G (19/503120/REM). This application for advert consent relates to the erection of advertisements along the eastern boundary of Parcel G of that wider site, which has been granted consent for 171 dwellings. This parcel is currently under construction with some dwellings completed close to Scocles Road.

2. PLANNING HISTORY

- 2.1 24/501524/NMAMD – Non-material amendments approved on 24.06.2024 to allow temporary changes to the site layout for the provision of the sales area and amendments to the floor plans and elevations of the Birch and Holford house types approved under 19/503120/REM.
- 2.2 19/503120/REM - Reserved Matters of access, appearance, landscaping, layout and scale approved on 14.12.2021 for erection of 171 dwellings on land at Parcel G pursuant to outline application SW/13/1455.
- 2.3 SW/13/1455 - Outline planning application approved on 16.10.2017 for the residential development (of up to 431 dwellings).

3. PROPOSED DEVELOPMENT

- 3.1 Temporary advertisement consent is sought for two signage boards, four flag poles and a building fascia sign on a temporary basis for five years. The covering letter submitted alongside the application states that “this application seeks to obtain permission for the sales related advertisements located on the Scocles Road frontage where the sales units are to be located, to allow for the effective marketing of future properties.”
- 3.2 The two signage boards measure 2.0m wide by 2.39m tall, are attached to aluminium poles and set 1.2m above ground level (overall height of 3.59m). The boards are made of aluminium with digitally printed vinyl graphics applied, which consists of an image of a house and either blue or white text on a blue or white background. They are situated either side of the temporary sales access to the site from Scocles Road.
- 3.3 Two of the four flags would be located close to the signage boards described above with a further two flags located at intervals along the Scocles Road to the south west. The four flags are made of blue and white coloured polyester with white text/branding which measure 0.9m wide by 1.8m tall, attached to aluminium flagpoles measuring 5m in height.
- 3.4 The fascia sign would be positioned on the west facing elevation of the dwelling identified as unit 104 (currently a show home) and consists of blue text/branding. The sign measures 7.46m in width by 1.23m in height and would be positioned at a height of 3.16m above ground level.
- 3.5 When visiting the site, it was noted that one flag sign and one signage board have already been installed, but as they are in different positions to the locations shown on the submitted plan, these advertisements would necessarily be removed and re-located to accord with the proposed drawings.

4. CONSULTATION

- 4.1 One round of consultation has been undertaken, during which letters were sent to neighbouring occupiers, and a notice was displayed at the application site. Full details of representations are available online.
- 4.2 1 letter of representation has been received in relation to the consultation objecting to the application. Concerns/ comments were raised in relation to the following matters:

Comment	Report reference
There are already a number of signs in the local area erected by the developer and additional signage will lead to an over proliferation of advertisements in the area harming visual amenity.	See paragraphs 7.5 and 7.9.

4.3 Minster-on-Sea Parish Council raised the following objection to the proposal:

Comment	Report reference
<i>“The advertising is in Scocles Road, there is no access to the site from this road. This is a dangerous road with no footpath, and the site is on a bend, it would therefore be a dangerous distraction for drivers. Had a footpath been included in the application our view may have been different.”</i>	See paragraphs 7.8 and 7.9.

5. REPRESENTATIONS

5.1 **Mid Kent Environmental Health** - No objection.

5.2 **Kent County Council Highways** - There are no highway implications associated with the proposal.

6. DEVELOPMENT PLAN POLICIES

6.1 **Bearing Fruits 2031: The Swale Borough Council Local Plan 2017**

CP4 Requiring good design,

DM14 General development criteria,

DM15 New shopfronts, signs and advertisements

6.2 **Supplementary Planning Guidance (SPG)**

- The Design of Shopfronts, Signs & Advertisements

7. ASSESSMENT

7.1 This application is reported to the Committee because Minster-on-Sea Parish Council has objected to the proposal.

As this is an application for advertisement consent, as defined by the Advertisement Regulations the only matters for consideration are as follows:

- Amenity
- Public safety

Amenity

Visual impact of the proposal

- 7.2 Visual impact typically relates to appearance of the advertisement itself and the characteristics of the area where it is to be displayed but does not include the content or subject matter of the advertisement display. Policy DM15 and the Council's SPG entitled 'the design of shopfronts, signs and advertisements' advise that such development should respect the character of the surrounding area and should not be excessive in quantity.
- 7.3 The proposed advertisements are non-illuminated and would be positioned along one of the existing road frontages of a residential development which is currently under construction. The part of the site where the adverts are proposed to be located includes the sales area related to the development.
- 7.4 The proposal as originally submitted was considered to be inappropriate due to the number of signs that were proposed (2 signs boards, 8 flag signs and a fascia sign), and their resultant impact in terms of cluttering the surrounding street-scene. However, the applicant amended the application to remove four of the originally proposed flag signs.
- 7.5 The adverts proposed are all located in close proximity to the sales area limiting the visual impacts to an area small in scale and positioned against the backdrop of a much larger development site. The proposal is also temporary in nature which would limit any impacts further. It is noted that a separate housing development on the opposite side of Scocles Road also includes advertisements. It is however considered that these adverts, in combination with the adverts proposed for this site when considered cumulatively do not constitute an over proliferation of advertisements when the size of the respective sites relative to the limited scale of the adverts are taken into account. It is therefore considered that two boards, four flag poles and a fascia sign does not result in an unacceptable level of visual clutter or that it would be harmful to the visual amenity of the surrounding area and is in accordance with policy DM15.

Residential Amenity

- 7.6 The Local Plan requires that new development has sufficient regard for the living conditions of neighbouring occupiers. Specifically, Local Plan Policy DM14 states that any new proposed developments should not cause significant harm to the amenities of surrounding uses or areas and due consideration will be given to the impact of the proposed development upon neighbouring properties. Any new proposed schemes should not result in significant overshadowing through a loss of daylight or sunlight.
- 7.7 The proposed signage is non-illuminated and no objection has been raised by the Council's Environmental Health department. The closest existing residential properties to the adverts are those located in Jasmin Close to the south west, those dwellings fronting Scocles Road to the north and the recently constructed dwellings on the opposite side of Scocles Road. The closest dwelling is located approximately 25m away from the adverts. Given the separation distance and the above factors it is not considered that the proposal would cause any unacceptable harm to the living conditions of existing occupiers and complies with policy DM14.

Public safety

- 7.8 The sign boards have deliberately been positioned at a 40° angle to the roadside to enable the signage to be visible to passing traffic. Although I note that Minster-on-sea Parish Council have raised concern regarding the adverts being a distraction to drivers, KCC Highways have confirmed that the proposal raises no highway safety concerns.

Accordingly, no objections have been raised or conditions have been recommended in relation to highway safety matters.

Other matters

- 7.9 The comments received from the neighbouring occupier and Minster-on-sea Parish Council are noted. Some of the points raised have been dealt with by virtue of the discussion above, however, of those that remain the following response is provided. Firstly, aside from the adverts on the opposite side of Scocles Road, the other adverts mentioned by the neighbour are not visible from the location of the adverts subject to this application. Finally, in terms of the point raised by the Parish Council in respect of there being no access from Scolces Road into the development, as part of the reserved matters approval (ref. 19/503120/REM) an emergency and pedestrian access was secured from Scocles Road. A subsequent non-material amendment has been approved (ref. 24/501524/NMAMD) which has consented a temporary vehicular access to the sales area only from Scocles Road.

Conclusion

- 7.10 This application proposes temporary signage related to the consented housing development. It is not considered that the proposed signage would have an unacceptable impact upon either visual and residential amenity, nor result in any harm to highway safety, which are the statutory tests here. The proposal would comply with policies DM14 and DM15 of the Local Plan and the NPPF.

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 advertisements hereby permitted shall be removed no later than five years from the date which this consent is granted.

Reason: In the interests of visual amenity.

