

PLANNING COMMITTEE – 15 OCTOBER 2015

PART 2

Report of the Head of Planning

PART 2

Applications for which **PERMISSION** is recommended

2.1 REFERENCE NO - 15/502982/ADV		
APPLICATION PROPOSAL Advertisement consent for two externally illuminated hoarding signs		
ADDRESS Syndale Park London Road Ospringe Kent ME13 0RH		
RECOMMENDATION- Grant Consent		
SUMMARY OF REASONS FOR RECOMMENDATION: In line with local and national planning policy.		
REASON FOR REFERRAL TO COMMITTEE Parish Council Objection		
WARD East Downs Ward	PARISH/TOWN COUNCIL Ospringe	APPLICANT Mr David Holbrook
DECISION DUE DATE 26/08/15	PUBLICITY EXPIRY DATE 12/08/15	
RELEVANT PLANNING HISTORY (including appeals and relevant history on adjoining sites): N/A		

1.0 DESCRIPTION OF SITE

1.01 The site lies within the Syndale conservation area and the designated countryside to the west of Faversham but fronting the A2. The signs would be located at the entrance to Syndale Park where a number of holiday, leisure and tourism businesses operate from. A number of unauthorised signs have already been erected at this location.

2.0 PROPOSAL

2.01 Advertisement consent is sought for two externally illuminated hoarding signs. The signs would be located at the entrance to the park adjacent to the A2 on either side of the site entrance. The signs would each be 0.7m from the ground, with a height of 2.43m and an overall width of 3.66 metres. The maximum height of any letters or symbols would be 200mm. The external illumination would be static with a 10 watt LED bulb.

2.02 The proposed signs would replace some of the existing unauthorised signs located in this location. The signs would include the signage for the Osteopathy Clinic, Syndale Park Personal Fitness, Judd’s Folly Hotel, Syndale Park main sign and the Toning Studio in one overall signboard, taking away from the multiplicity of signs that have previously been displayed here.

3.0 SUMMARY INFORMATION

	Existing	Proposed
Height of signs	various	2.430m
Width of signs	various	3.66m

4.0 PLANNING CONSTRAINTS

Potential Archaeological Importance

Potential Archaeological Importance

Syndale Conservation Area

5.0 POLICY AND OTHER CONSIDERATIONS

- E1 (General Development Criteria)
- E15 (The conservation area)
- E19 (Design and Distinctiveness)
- E23 (New Shopfronts, Signs and Advertisements)

SPG 4 Supplementary Planning Guidance 1993 entitled ‘*New Shopfronts, Signs and Advertisements*’. This is adopted guidance and is referred to in paragraph 3.70 of the adopted Swale Borough Local Plan 2008

6.0 LOCAL REPRESENTATIONS

6.01 None

7.0 CONSULTATIONS

7.01 Ospringe Parish Council wishes to promote local businesses and do recognise the need for them to promote/advertise their service but feels that the two signs are too large in dimensions. If permission is granted, the Parish Council would hope to see a specific condition ensuring that no other signage was allowed at the entrance to Syndale.

7.02 County Archaeological Officer - no objection.

7.03 Kent Highway Services - no objection subject to conditions.

8.0 BACKGROUND PAPERS AND PLANS

8.01 Application papers for application 15/502982

9.0 APPRAISAL

9.01 As an historic conservation area the impact of the proposals must be considered in terms of the impact that the proposed signage will have on the heritage significance of the area. In my opinion the proposed signs would be considered acceptable in terms of the design and siting. It is doubtless that the proposed signs will have some impact, but I do think that the existing clutter of signs is in need of refinement. Overall I consider that the proposed signs will not have detrimental impact on the surrounding area or have a negative impact on the special character of the conservation area. In my view the proposed signs, which would remove a number of unsightly and unauthorised existing signs, would improve the character of the entrance to Syndale Park which would have a positive impact on the special character and appearance of the conservation area.

9.02 The siting and size of proposed signs would be in accordance with planning advice as set out in SPG4 which is a material planning consideration as stated in paragraph 3.70 of the adopted Swale Borough Local Plan 2008. I believe that the signs compliment the character of the area though I have added a condition requiring full details of the final signs to ensure that these reflect a high standard expected in this sensitive area. I have added a number of conditions to ensure that there is no impact on highway safety

9.03 I am concerned that the proposed signs do not appear to replace all of the unauthorised signs. With this in mind I have added a condition requiring all existing signs to be removed prior to the placing of the new signs. If the unauthorised signs are not removed then this matter will be referred back to the enforcement team to take further action.

9.04 I note the comments made by the Parish Council, who have objected to the proposal due to the height of the signs. However I am of the view that the proposed size of the signs is not excessive in this location and would ensure an improvement on the existing situation.

9.05 Taking the above into account I recommend that, subject to conditions, advertisement consent be granted.

10.0 CONCLUSION

10.01 The proposed signs would improve the existing situation and will have a positive impact on the Syndale conservation area.

11.0 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.

Reasons: 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.

Reasons: 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.

Reasons: 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.

Reasons: 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.

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

6. The illumination hereby permitted shall not be of a flashing type.

Reasons: In the interest of the visual amenity and highway safety

7. The sign shall not be illuminated except during the hours that the premises to which it/they relate are open for business.

Reasons: In the interests of visual amenity

8. The hereby approved signs shall not project within 0.6 metres of the carriageway edge.

Reasons: In the interests of highway safety.

9. The maximum illumination of the signs hereby permitted shall be a 10 watt LED lamp.

Reasons: In order to ensure highway safety.

10. Prior to the erection of the hereby permitted signs a photo montage of the whole signs and a detailed drawing to a scale of 1:10 of the sign construction including a section and elevation, and a timetable for removal of all other signs at the site entrance, shall be submitted to and approved by the Local Planning Authority. The new signs and removal of other signs shall be completed in accordance with the approved details

Reasons: In the interests of visual amenity of the area.

- 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.