

REPORT SUMMARY

REFERENCE NO - 16/507097/ADV			
APPLICATION PROPOSAL Advertisement consent for 6 x non-illuminated pole mounted sponsorship signs.			
ADDRESS Roundabout junction with A249, Key Street, Sittingbourne, Kent, ME10 1YU			
RECOMMENDATION – Approve			
SUMMARY OF REASONS FOR RECOMMENDATION/REASONS FOR REFUSAL The proposal would not give rise to significant harm in terms of highway safety and convenience, and would not significantly harm the character and appearance of the street scene.			
REASON FOR REFERRAL TO COMMITTEE Parish Council objection.			
WARD Borden and Grove Park	PARISH/TOWN Bobbing	COUNCIL	APPLICANT Marketing Force Ltd AGENT N/A
DECISION DUE DATE 22/11/16	PUBLICITY EXPIRY DATE 21/10/16	OFFICER SITE VISIT DATE 25/10/16	
RELEVANT PLANNING HISTORY (including appeals and relevant history on adjoining sites):			
App No	Proposal	Decision	Date
None relevant	N/A	N/A	N/A

1.0 DESCRIPTION OF SITE

- 1.01 This large roundabout forms a junction between the A2 and A249, and is a main route into and out of Sittingbourne, and onwards to and from the Isle of Sheppey, The Medway Towns and the M2.
- 1.02 There is landscaping on the western half of the roundabout. The eastern half lies above the A249 and is consequently free of landscaping.
- 1.03 The street scene is of a typical, urban, main road.

2.0 PROPOSAL

- 2.01 The proposal seeks advertisement consent for the erection of 6 non-illuminated pole mounted signs at each entry onto the roundabout.
- 2.02 They would measure 0.87m in maximum height x 1.219m in maximum width.
- 2.03 The signs would display Kent County Council at the top and would allow sponsors to display company names, logos, short messages and contact details as part of a roundabout sponsorship programme.

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): The NPPF and NPPG are relevant in that they encourage good design and seek to minimise the impact of advertisements on public safety and amenity.
- 4.02 Development Plan: Saved policies E1, E6, E19 and E23 of the adopted Swale Borough Council Local Plan 2008 and policies CP 4, DM 14 and DM 15 of the emerging Swale Borough Council Local Plan Bearing Fruits 2031 are relevant in that they relate to general development criteria and design, development in the countryside and the impact of advertisements on safety and amenity.
- 4.03 Supplementary Planning Documents: The Council's adopted Supplementary Planning Guidance entitled "The Design of Shopfronts Signs & Advertisements" is also relevant, and remains a material consideration having been through a formal review and adoption process. It was adopted by the Council in 1993 after a period of consultation with the public, local and national consultees, and is specifically referred to in the supporting text for saved policy E23 of the Local Plan. It therefore remains a material consideration to be afforded substantial weight in the decision making process.
- 4.04 National Planning Policy Framework (NPPF)
- 4.05 The NPPF was released on 27th March 2012 with immediate effect, however, para 214 states "that for 12 months from this publication date, decision-makers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with this Framework."
- 4.06 The 12 month period noted above has now expired, as such, it is necessary for a review of the consistency between the policies contained within the Swale Borough Local Plan 2008 and the NPPF.
- 4.07 This has been carried out in the form of a report agreed by the Local Development Framework Panel on 12 December 2012. Saved policies E1, E6, E19 and E23 are considered to accord with the NPPF for the purposes of determining this application and as such, these policies can still be afforded significant weight in the decision-making process.

5.0 LOCAL REPRESENTATIONS

- 5.01 None received

6.0 CONSULTATIONS

- 6.01 **Bobbing Parish Council** strongly objects to the proposal for the following reasons:
- There is concern that 6 signs would be a distraction on what is already an extremely busy and fast moving roundabout
 - There has already been a fatality and numerous accidents of varying degrees of severity and there is concern that drivers attention will be pulled towards the signs and that their concentration will be taken away from the fast moving traffic

6.02 **Kent County Council Highways & Transportation** raise no objection to the proposal

7.0 BACKGROUND PAPERS AND PLANS

7.01 The application reference to which this proposal refers to is 16/507097/ADV.

8.0 APPRAISAL

8.01 The application site is located just outside the defined built area boundary of Sittingbourne. However, the roundabout sits on an urban, main road and I do not consider that the site forms part of a sensitive rural setting. As such, I take the view that the proposal would not significantly harm the character and appearance of the countryside, and that the principle of the development is acceptable. The main considerations in this case are the impact of the proposal upon highway safety & convenience and visual amenity.

Highway Safety & Convenience

8.02 I note the concern regarding highway safety. However, KCC Highways & Transportation have considered the proposal and raise no objection. The roundabout is large with good visibility in all directions. Furthermore, the signs would be relatively low in height and at least 1m away from the roundabout edge. They would also be of a black, non-intrusive design. Taking into account all of the above, and despite the concern raised, I consider that the signs would not detract drivers' attention and that there would be no serious concern in terms of highway safety and convenience.

Visual Amenity

8.03 I take the view that the signs would be acceptably designed and given their low level form and the large size of the roundabout, I believe that they would not amount to dominant or intrusive features in the street scene, and would comfortably amalgamate with the character of the urban nature of the main road.

9.0 CONCLUSION

9.01 Taking into account all of the above, I do not consider that the signs would give rise to serious concern in terms of highway safety & convenience or the visual amenity of the area, and recommend that advertisement consent be granted.

10.0 RECOMMENDATION – GRANT 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) No advertisement shall be illuminated.

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