

A04

A/TH/15/0665

PROPOSAL: Erection and display of 1No. externally illuminated flat sheet lettering sign and 4No. internally illuminated brushed steel and neon lettering signage.

LOCATION:

Dreamland Marine Terrace MARGATE Kent CT9 1XJ

WARD: Margate Central

AGENT: No agent

APPLICANT: Thanet District Council

RECOMMENDATION: Approve

Subject to the following conditions:

1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

GROUND:

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

GROUND:

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

GROUND:

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

4 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.

GROUND:

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

5 No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

GROUND:

In pursuance with Schedule 1, Regulation 2(1) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

SITE, LOCATION AND DESCRIPTION

The site has a prime location along Margate seafront and is accessed from Marine Terrace and Hall by the Sea Road. The building is prominent in views around the bay, reaching a maximum height of approximately 24m above ground level and being of a striking modernist, Art Deco appearance.

Dreamland Cinema and entertainment centre has a grade II* listing, for reason of its architectural and decorative value, its context as a very important part of Margate's seaside heritage and for its group value in combination with the Scenic Railway. The cinema dates from 1933-35 and is a steel framed structure with brown and pink brick cladding and some concrete ornament. It has travertine marble steps and panelling to the outer wall at the entrance. The descending approach to the amusement park is located under the flank of the cinema auditorium, and this entrance is marked by tall vertical panels above.

RELEVANT PLANNING HISTORY

Listed building consent was granted in 2011 for internal and external alterations to the building, under reference L/TH/11/0214. These works included the replacement of the existing roof covering, rebuilding the ticket hall roof, replacement of the metal walkways, rainwater goods, timber cladding and access stairs.

Planning permission and listed building consent were granted for the Dreamland cinema building, including external alterations including internal alterations, reinstatement of the ballroom floor, removal of internal partitions, insertion and infilling of doors and windows in the north and west elevations of the building, the external cladding proposed to the ballroom, alterations to the roof light above the entrance kiosk and relocation of fire escapes, (references F/TH/14/0233 and L/TH/14/0232).

Planning permission and listed building consent were granted in April 2015 for the erection of a 34m diameter Ferris wheel together with internal and external alterations to Amusement Park buildings (ref L/TH/15/0086 and F/TH/15/100). Advertisement consent was granted in April 2015 for the erection and display of signage to amusement park including fascia signs to cinema buildings, car park entry signage, entry signage to scenic railway, large scale signage to embankment and car park boundary (ref A/TH/15/0085).

Planning permission was granted for external alterations (ref F/TH/15/0529) together with listed building consent for external and internal alterations including signage and lighting (ref L/TH/15/530) in August 2015.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection and display of 1No. externally illuminated flat sheet lettering sign and 4No. internally illuminated brushed steel and neon lettering signage to the northern, 1934, section of Dreamland Cinema - the entrance corridor, Rotunda, former Public House and the former Sunshine Café.

The original faience panels and tracked metal signage system are proposed to be replaced on the fascia. The original metal signage to the marquee is proposed to be reproduced using original wording and typeface. On the fin it is proposed to replace the existing signage with copies of the 1935 signage in neon-lit sans-serif lettering saying 'DREAMLAND' and 'DANCING'. It is also proposed to replace neon strips to front edge of fin, top and bottom edge of fascia, marquee, café parapet and internal lighting troughs above Café windows, with uplighters restored to the fin and marquee.

DEVELOPMENT PLAN POLICIES

Thanet Local Plan 2006 (saved policies)

D1 - Design

D5 - Adverts

REPRESENTATIONS

Letters have been sent to neighbouring properties, a site notice has been posted and an advert has been placed in the local newspaper. No responses have been received.

CONSULTATIONS

The following consultations responses were received in relation to the overall scheme within the planning and listed building applications (F/TH/15/0529 and (L/TH/15/0530) approved in August 2015. The comments have been summarised to those only relating to the proposed signage.

Historic England - Summary

The Dreamland Cinema of 1933-35 is listed at grade II* and is a fine early example in England of an influential German-inspired approach to cinema design that later became widespread in England. Its massive scale and inclusion of a vast network of connected entertainment uses is a powerful reminder of the success of the Dreamland brand and of Margate as a major seaside resort.

English Heritage wholeheartedly supports these applications and recommends that listed building consent and planning permission should be granted, subject to a minor amendment to the proposal drawings and to various conditions, all as described below.

Historic England Advice

Dreamland Cinema is a super-cinema and multi-purpose entertainment venue of 1933-35, designed by Julian Leathart and WF Granger, with modest assistance from the site owner's son, JB Iles. It is listed at grade II* as an outstanding early example in England of German-influenced cinema design and forms part of the very significant Dreamland entertainment complex, rivalled only by Blackpool Pleasure Beach.

The high-quality specification of materials continued in a faience-faced projecting fascia with pinned tracks to take interchangeable metal letters for signage. Physical evidence of this original arrangement survives behind later applied fascia boards, and is confirmed by a wealth of early photographs and architects' drawings. This evidence also explains the original arrangement of signage, consisting of floodlights and an elaborate collection of neon tubes and metal letters picked out in neon, plus a large marquee sign over the main entrance with slightly-recessed horizontal strips for metal lettering divided by projecting faience bands.

The dynamism of the whole composition is a consequence of a complex interplay of projecting and recessed elements, height and depth, light and shadow (especially, but not exclusively, at night) and the polychromy of high-quality materials. Early photos illustrate the majesty of its original appearance.

Much of the above detail has been eroded over generations of alteration and decades of decline, but the current applications seek to reverse that deterioration by reinstating the above detail, plus lost internal elements of the cinema entrance hall and foyer.

Historic England welcomes the proposed works, which will result in substantial enhancements to the significance of this grade II* listed building. Sufficient evidence survives to prevent the need for conjecture in any of the above works, although the detailed design of each of the proposed works will need very careful handling to ensure the necessary authenticity of detail. A record also needs to be made of the existing situation before works commence.

KCC Highways and Transportation - No objection subject to the illumination being static.

Conservation Officer - The signage proposal was discussed with Historic England. Physical evidence of the original arrangement survives and is confirmed by a wealth of original photographs and architects drawings. The evidence also explains the original arrangement of signage, consisting of floodlights and an elaborate collection of neon tubes and metal letters picked out in neon. The proposed signage reflects, and is a combination of those historical signage schemes. I have no objection to the proposed signage.

COMMENTS

The application is reported to planning committee as the applicant is Thanet District Council.

The main issue for members to consider is the impact of the proposed adverts on the amenity and highway safety.

Amenity

In terms of amenity, it is noted that the building is grade II *listed and lies within a conservation area.

The proposal would see replicas of the original signage replicated on the building, highlighting the importance of the building. The proposed signs are well designed and would enhance the architectural and historical interest of the listed building, the character and appearance of its conservation area settings and surrounding area. It is not considered that the proposed signage would generate any adverse amenity issues.

Highway Safety

Concerns were initially raised by KCC Highways and Transportation in respect of the brightness and nature (flashing or static) of the proposed illumination and its potential impact, in terms of, highway safety.

Levels of illumination have now been clarified as a maximum of 222 candelas per square metre as well as the proposed colours (yellow, red and steel blue) for the signage. KCC Highways and Transportation are now satisfied, given this additional information, that there would be no adverse impact from the proposed signage on highway safety. They, therefore, raise no objection subject to the illumination being static.

The proposed illumination is static and, as such, it is considered that there will be no adverse impact on highway safety.

Conclusion

The adverts proposed were granted listed building consent (as part of a larger scheme) under L/TH/15/0530 in August 2015. The works proposed under the larger scheme were considered to enhance the significance of the Grade II* listed building and the special character and appearance of the Conservation Area, in line with the National Planning Policy Framework.

No amenity or highway safety issues have been identified and it is, therefore, recommended that the application for advertisement consent be approved.

Case Officer

Annabel Hemmings

TITLE: A/TH/15/0665

Project Dreamland Marine Terrace MARGATE Kent CT9 1XJ

Scale:

