

**A01**

**A/TH/19/1138**

PROPOSAL:                   Erection and display of 1no. internally illuminated 6.5m high totem sign

LOCATION:                     The David Copperfield Westwood Road BROADSTAIRS Kent CT10 2NN

WARD:                        St Peters

AGENT:                      Mr Benjamin Fox

APPLICANT:                 McDonald's Restaurant LTD

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.

6 The proposed development shall be carried out in accordance with the submitted application as amended by the revised drawings numbered 7762-SA-8046-P022 H received 04 March 2020 and the submitted signage details entitled 'Drive Totem 1 : 6.5 meter' received 20 August 2020.

**GROUND;**

To secure the proper development of the area.

7 The intensity of the illumination of the advertisement hereby approved by this consent shall at no time exceed 400cd/sq.m as annotated on the approved plan numbered 7762-SA-8046-P022 H received 04 March 2020.

**GROUND;**

In the interest of the visual amenity of the area in accordance with Policies D1 and D5 of the Thanet local Plan.

SITE, LOCATION AND DESCRIPTION

The application relates to the former Harvester site which includes the currently vacant restaurant, grounds and car park. The application site forms part of a moderate commercial area to the south of Westwood Road which includes a KFC restaurant and takeaway and an Asda Supermarket to the east accessed via Westwood Road to the north.

The site is located adjacent to Westwood Road, a main route within Thanet which connects Broadstairs with Westwood, and is located just over 1km from Westwood, a commercial core within Thanet which contains the Westwood Cross retail development and several surrounding retail parks.

Immediately opposite the site to the north of the application site and Westwood Road are open agricultural fields which form part of the green wedge which separates Margate and Broadstairs. To the north west is St Georges Secondary School and to the rear of the site is mid-density residential development primarily in the form of two storey semi-detached dwellings.

RELEVANT PLANNING HISTORY

F/TH/19/1137 - Change of use from restaurant (Use Class A3) to restaurant and hot food takeaway (Use Class A3 and A5) erection of single storey side extension following partial demolition of building, alterations to external materials finish and fenestration, alterations to site layout, reconfiguration of car parking, landscaping and associated works, including installation of drive through with 2No. customer order displays and mini-roundabout, together with erection of 3m high acoustic fencing to southern boundary - Granted 21/05/2020.

A/TH/15/1100 - Erection and display of 1no. internally illuminated totem sign, 2no. internally illuminated letter signs, 1no. internally illuminated fascia sign, 1no. non-illuminated fascia sign, 1no. internally illuminated post sign and 1no. non-illuminated panel sign - Granted 15/12/2015

### PROPOSED DEVELOPMENT

The application proposes the erection and display of 1No. Internally illuminated 6.5m high totem sign to the re-configured application site granted permission through planning application reference F/TH/19/1137.

The proposed totem sign will be located to the corner of the north eastern boundary of the application site, adjacent to Westwood Road within an area of landscaping.

The proposed sign will measure 1.4m wide with an overall height of 6.5m. The sign will comprise 4No. Panels of differing heights, of 2No. alternative colours and finishes, in an alternative sequence.

The golden arches logo to the upper panel will be internally illuminated. The level of illumination has been amended through the application, and the internally illuminated element will now comprise 400cd/sq.m.

### DEVELOPMENT PLAN POLICIES

#### **Thanet Local Plan 2006 (Saved Policies)**

D1 - Design Principles

D5 - Advertisements

EP9 - Light Pollution

#### **Thanet Draft Local Plan**

QD02 - General Design Principles

QD03 - Living Conditions

QD06 - Advertisements

SE08 - Light Pollution

### NOTIFICATIONS

Letters were sent to neighbouring property occupiers and a site notice was posted near the site. No letters of representation have been received from the general public.

**Broadstairs and St Peters Town Council** - The Planning Committee of the Town Council has considered this application and resolved by a majority to recommend no objection with the following concern: light pollution.

## CONSULTATIONS

### **KCC Highways:**

I refer to the above planning application and confirm I have no objection in respect of highway matters subject to the following being secured by condition:

The maximum value of luminance must not exceed the maximum permitted values for the relevant zone given in the Institution of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The zones and their corresponding maximum level of luminance are detailed below:

Size of Advert/Sign - Up to 10m<sup>2</sup>:

- \* Zone E0 (Protected; dark) - 0 cdm-2
- \* Zone E1 (Natural; intrinsically dark) - 100 cdm-2
- \* Zone E2 (Rural; low district brightness) - 400 cdm-2
- \* Zone E3 (Suburban; Medium district brightness) - 600 cdm-2
- \* Zone E4 (Urban; High district brightness) - 600 cdm-2

Size of Advert/Sign - Over 10m<sup>2</sup>:

- \* Zone E0 (Protected; dark) - 0 cdm-2
- \* Zone E1 (Natural; intrinsically dark) - n/a
- \* Zone E2 (Rural; low district brightness) - 200 cdm-2
- \* Zone E3 (Suburban; Medium district brightness) - 300 cdm-2
- \* Zone E4 (Urban; High district brightness) - 300 cdm-2

All measurements are in Candelas per metre squared

## COMMENTS

This application has been called to Planning Committee by Councillor Garner due to concerns regarding the impact upon the character and appearance of the area, the creation of light pollution, and the impact upon highways.

The main considerations with regard to this application is the impact of the proposed development on amenity and public safety.

### **Character and Appearance**

The National Planning Policy Framework states that development should be sympathetic to local character and the surrounding built environment and establish and maintain a strong sense of place.

Policy D5 of the Thanet Local Plan states that applications for advertisements will be considered in relation to their effects upon amenity and public safety. Regard will be paid to the surrounding location, manner of illumination, material composition, design and relationship with the land, building or structure to which they are to be affixed. Advertisements should be in balance with the character, townscape and architecture of the buildings on which they are situated.

The application property is a former restaurant located within a moderate commercial cluster including a KFC takeaway and restaurant unit adjacent and an Asda supermarket beyond, which incorporate illuminated and non-illuminated commercial signage to their buildings and wider site areas.

The proposed totem sign is a moderate scale and will be positioned adjacent to Westwood Road in the north eastern corner of the application site. The sign will be comparable to the totem sign at the adjacent KFC site. Previous permission has been granted on this site for a 4.5m high internally illuminated totem sign when the building was operating as a Harvester restaurant, which until recently was in situ fronting Westwood Road. Given the moderate scale of the sign and the commercial character of the application site and cluster to which it forms a part, the proposed totem sign is not considered to be out of keeping, obtrusive or harmful to the character and appearance of the surrounding area.

The proposed design, appearance and materiality of the sign is considered to relate well to the design approach of the application building (approved through planning permission F/TH/19/1137) and the proposed fascia signs (A/TH/19/1139), forming a cohesive development within the locality.

The internally illuminated element of the proposed totem sign will be a minimal extent of the sign, comprising the golden arch logo to the upper panel to each side of the sign. The internal illumination level has been reduced to 400cd/sq.m which is considered to be an appropriate level of illumination for the location of the application site within the small commercial cluster (in close proximity to existing totem signage), opposite a rural open field. Policy SE08 of the draft local plan states that lighting in connection with the proposed development will be permitted if it can be demonstrated that:

- 1) It has been designed to minimise light glare, light trespass, light spillage and sky glow through using the best available technology to minimise light pollution and conserve energy;
- 2) There is no adverse impact on residential amenity and the character of the surroundings;
- 3) There is no adverse impact on sites of nature conservation interest and/or protected and other vulnerable species and heritage assets;
- 4) There is no adverse impact on landscapes character areas, the wider countryside or those areas where dark skies are an important part of the nocturnal landscape;
- 5) It does not have an adverse impact on long distance views or from vantage points;
- 6) Where appropriate, mitigation measures are proposed.

Due to the level of illumination, together with the minimal size of the illuminated element and its position, it is considered that the above factors have been met and the advert will not result in unacceptable light pollution to the surrounding area. Therefore the proposal is in accordance with the light pollution policies in the draft local plan and 2006 plan

Overall the proposed totem sign is considered to be compatible with the application site and would not result in harm to the character and appearance, or amenity of the surrounding area, in accordance with Policies D1 and D5 of the Thanet Local Plan, Policies QD02 and QD06 of the Draft Thanet Local Plan and the National Planning Policy Framework.

### **Living Conditions and Highways**

The proposed internally illuminated sign is located to the north east corner of the application site, a considerable distance from adjacent neighbouring properties, which together with the minimal size of the illuminated element and its moderate level of illumination is not considered to result in harm to the amenities of surrounding adjacent neighbours.

KCC Highways have raised no objection to the application subject to the maximum value of luminance not exceeding the permitted values for the relevant zone. The proposed internal illumination will meet the maximum level of illumination for a rural zone, and falls below the maximum level for a suburban zone, and will therefore comprise an acceptable level of illumination for this suburban location opposite a rural field.

The proposed totem sign will be located within a landscaped area, which will be separate from the highway and parking area and will retain sufficient clearance from these areas. Conditions will be attached to the consent requiring secure fitting of the proposed totem sign in a safe condition to maintain public safety.

The proposed development is therefore considered to be acceptable in terms of the residential amenity, highway safety and public safety, in accordance with Policies D1 and D5 of the Thanet Local Plan, Policies QD02 and QD06 of the Draft Thanet Local Plan and the National Planning Policy Framework.

### **Conclusion**

Overall the proposed amended development is considered to be compatible with the character and appearance of the area, and is not considered to result in harm to the amenity of the area, nor be detrimental to public safety or highway safety. It is therefore recommended to members that the development is approved, subject to safeguarding conditions.

### **Case Officer**

Jenny Suttle

TITLE: A/TH/19/1138

Project The David Copperfield Westwood Road BROADSTAIRS Kent CT10 2NN

