



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-P009 F and 7762-SA-8046-P027 F received 04 March 2020 and the submitted signage details entitled 'McDonalds 800mm Alfresco Roof Letters', 'McDonalds 1400mm Alfresco Roof Arch' and 'McDonalds 900mm Alfresco Roof Arch' (however not including the proposed level illumination annotated) received 20 August 2019.

**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 400 cd/sq.m as annotated on the approved plans numbered 7762-SA-8046-P009 F and 7762-SA-8046-P027 F 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 5No. internally illuminated fascia signs upon the extended and altered building granted permission through planning application reference F/TH/19/1137.

The proposed fascia signs include a 'McDonalds' sign to the centre of the main gable to the north east elevation (incorrectly named south east elevation on the submitted plans) facing Westwood Road, with a golden arch sign to the top of the gable, and another golden arch to the gabled roof above the entrance, alongside a 'McDonalds' sign and golden arch to the first floor of the eastern elevation facing the KFC unit and the access road beyond.

The application has been amended during the course of the application and the 'McDonalds' sign to the centre of the gable to the north east elevation has been reduced in size, and the static internal illumination of all the proposed signs have been reduced from 600cd/sq.m to 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** - No comment.

## 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. As such, it is not considered that the presence of internally illuminated fascia signs upon the application building would be out of character with the surrounding area.

The proposed fascia signs are modest in number and scale, and will be coherently and comfortably located upon the application property. The 'McDonald's' sign to the centre of the gable to the north east elevation has been reduced in size and is now considered to appear proportionate to the gable on which it will be sited. The proposed signs comprise two types of simple designs which are considered to form a cohesive design and appearance which relates well to the overall design approach of the extended and altered building and wider development.

The internal illumination levels of the proposed fascia signs have been reduced to 400cd/sq.m. 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.

Given the modest scale and the proposed low level of illumination, the development is not considered to result in substantive light pollution in this location adjacent to the open rural field which falls within the countryside, and the proposal is in accordance with the light pollution policies in the draft local plan and 2006 plan.

The proposed fascia signs are therefore considered to be compatible with the application property to which they will be affixed and will 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 fascia signs comprise a modest number and scale, and will be located to the north east elevation facing Westwood Road and the eastern elevation facing KFC and the access road, and will therefore not directly face adjacent residential properties. The proposed static illumination shall be 400cd/sq.m which is considered to be a moderate level of illumination.

Given the location of the proposed fascia signs, which will face the road and the existing commercial cluster, their moderate level of illumination and modest scale, the proposed development is not considered to be detrimental to the residential amenity of surrounding residential 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 signage shall be fitted to the building, and conditions will be attached to the consent requiring secure fitting 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/19/1139

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