

A03

A/TH/19/1140

PROPOSAL: Erection and display of 3no. internally illuminated menu signs,
1no. internally illuminated information sign, 1no. non illuminated
LOCATION: banner sign and 8No. non illuminated information signs

The David Copperfield Westwood Road BROADSTAIRS Kent
CT10 2NN

WARD: St Peters

AGENT: Mr Benjamin Fox

APPLICANT: McDonald's Restaurants 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 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.

4 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.

5 The proposed development shall be carried out in accordance with the submitted application as amended by the revised drawing numbered 7762-SA-8046-P008 J received 04 March 2020 and the submitted signage details entitled 'Double Digital Menu Board', 'Single Digital Menus Board', 'Dot Signage Litter Sign', 'Dot Signage Noise Sign', 'Dot Signage Pedestrian Crossing', 'Dot Signage Give Way', 'Caution Look Right', 'Caution Look Both Ways', 'Erdds Banner Unit' received 20 August 2020.

GROUND;

To secure the proper development of the area.

6 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 plan numbered 7762-SA-8046-P008 J 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 originally proposed the erection and display of 4no. internally illuminated menu signs, 1no. internally illuminated information sign, 1no. non illuminated banner sign together with 29no. non-illuminated information signs. The internal illumination of the illuminated signs was proposed to be 600cd/sq.m.

The application has been amended through the course of the application and the number of signs has been reduced, together with the proposed level of illumination which has been reduced to 400cd/sq.m for the illuminated signs.

The application now proposes the erection and display of 3No. internally illuminated menu signs, 1No. internally illuminated information sign, 1No. non illuminated banner sign and 8No. non illuminated information signs.

The 3No. Illuminated menu signs and 1No. Illuminated information sign will be located adjacent to the drive through to the south/south west of the site. The non-illuminated banner sign will be located to the western corner of the application site within an area of landscaping. The 8No. Non-illuminated signs will be spread out across the remainder of the application site to the north and east of the building and will predominantly be sited adjacent to the internal road.

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.

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 10m²:

- * 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 10m²:

- * 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 internally illuminated menu boards and digital screen are minor in scale and will be located in relatively concealed locations to the south/south west of the building, and will therefore not be highly prominent from the surrounding public realm. These signs are considered to be typical features for this type of use and will relate to the design approach of the approved development. The proposed reduced level of illumination of 400cd/sq.m is not considered to be harmful or out of keeping with the surrounding area, or resulting in light pollution to the wider area given the modest scale of these signs and their commercial location.

The proposed non-illuminated banner sign will be located to the western corner of the application site within an area of landscaping and will be a moderate scale, measuring approximately 4.8m wide and 2m high. The banner sign is considered to be proportionate to the area of landscaping to which it will be sited, and will be located a considerable distance from any of the other large signage for this site. The sign will comprise a simple design and will relate to the colour palette and materiality of the other proposed signage and design approach.

The proposed non illuminated information signs comprise varied modest sizes, and have been significantly reduced in number from the original proposal from 29 to 8, thereby preventing an unduly cluttered appearance to the application site. These signs will be proportionally spread out across the north and eastern part of the site, largely adjacent to the highway. The design of these signs will be typical of standard information/warning signs and will relate to the design approach of the development. As such, the proposed information signs are considered to provide a suitable arrangement and design.

Overall, the proposed signage is considered to be proportionate to the site area and will be suitably laid out across the site. The signs are modest or moderate in scale and will provide a cohesive design and arrangement which will relate well to the design approach of the proposed development.

The proposed adverts are 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 menu and information signs are relatively modest in scale and will be located to the south and west of the application site. These signs will extend a maximum height of approximately 1.4m and will therefore be obscured by the 3m high acoustic barrier to the southern boundary and the relatively high rear boundary treatments of the adjacent neighbours to the south. Given the presence of this boundary treatment, the modest scale and height of the signs and the moderate level of illumination proposed, these signs are not considered to result in significant harm to the amenities of 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 signs will be located with sufficient clearance to the highway and internal road relative to the type and size of the sign. 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/19/1140

Project The David Copperfield Westwood Road BROADSTAIRS Kent CT10 2NN

