

Officer Report On Planning Application: 16/02913/ADV

Proposal :	Installation of 8 no. freestanding signs, 1 no. side by side directional sign and 2 no. banner units.
Site Address:	McDonalds Restaurant Sparkford Hill Queen Camel
Parish:	Sparkford
CAMELOT Ward (SSDC Member)	Cllr Michael. Lewis
Recommending Case Officer:	Sam Fox Tel: 01935 462039 Email: sam.fox@southsomerset.gov.uk
Target date :	30th August 2016
Applicant :	McDonald's Restaurants Ltd
Agent: (no agent if blank)	Mr Ben Fox Planware Ltd The Granary , First Floor 37 Walnut Tree Lane Sudbury Suffolk CO10 1BD
Application Type :	Other Advertisement

REASON FOR REFERRAL TO COMMITTEE

This application is referred to the committee at the request of the Ward Member with the agreement of the Area Chairman to enable the comments of the Parish Council and Neighbours to be fully debated.

SITE DESCRIPTION AND PROPOSAL





The site is located on the Hazelgrove Roundabout, Sparkford .

The site comprises a McDonalds restaurant and adjacent filling station with associated parking. There are a number of signs in and around the site to serve both businesses.

This application seeks advertisement consent for the display of 8no. freestanding signs, 1 no. side by side directional sign and 2 no. banner units.

Two separate applications have been made for refurbishment and reconfiguration of the site and for signage and are currently pending consideration, reference 16/02910/ADV and 16/02909/FUL.

RELEVANT HISTORY

Most recent:

09/03681/ADV - The display of 1 non illuminated post mounted banner. Application permitted with conditions.

09/01260/ADV - The display of various illuminated and non-illuminated signs. Application permitted with conditions.

09/01271/FUL - Alterations and refurbishment of restaurant and patio area. Application permitted with conditions.

POLICY

The Secretary of State's powers to make regulations for the control of outdoor advertisements are in sections 200, 221, 223 and 224 of the Town and Country Planning Act 1990. The current regulations are the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Under regulation 3, advertisements are subject to control only in the

interests of "amenity" and "public safety".

Section 38(6) of the Planning and Compulsory Purchase Act (2004), and Paragraphs 2, 11, 12, and 14 of the NPPF indicate it is a matter of law that applications are determined in accordance with the development plan unless material considerations indicate otherwise.

For the purposes of determining current applications the local planning authority considers that the adopted development plan is the South Somerset Local Plan (2006 - 2028).

South Somerset Local Plan (2006-2028)
Policy EQ2 (General Development)

National Planning Policy Framework
Chapter 7 (Requiring Good Design) - paragraph 67

CONSULTATIONS

Sparkford Parish Council - No objection providing there is no increase in light pollution and no other alterations made that would result in loss of parking.

Highway Authority - Standing advice applies

Highways England - No objection

Environmental Protection - No comment

REPRESENTATIONS

Two letters have been received raising the following areas of concern:-

- Bright lights shining into bedroom, M sign dominates sky especially in winter.
- To reduce impact of additional light pollution must ask for a condition requiring a more substantial fence circa 3m high to shelter the residents of Wolfester Terrace.

CONSIDERATIONS

The NPPF states:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The issues to assess in line with the NPPF and local policy are the impact on amenity and public safety.

Public Safety:

The highway authority has assessed the application and has referred to standing advice. This states that "any development shall ensure that external lighting should not interfere with the use of the highway (dazzle, glare, etc.) or considered to be prejudicial to highway safety by virtue that it would be likely to distract, or confuse road users because of its size, detailing and proximity to the public highway". Highway England were also consulted due to the sites

proximity to the A303 and have raised no objection to the application. The signs are set well within the site away from the main A303 and are considered to comply with the Standing Advice of the Highway Authority, and raise no foreseeable public or highway safety concerns and as such are considered to be acceptable.

Amenity:

The proposal involves the installation of 4 no. 2.4m high internally illuminated totem signs and 2 no. 2.51 m high internally illuminated totem signs sighted around the newly formed double drive thru, currently under consideration on application 16/02909/FUL, along with 1 no. 2.45m high lane direction sign, 2 no. 2.06m high x 4.82m wide banner signs and 2 no. 2.1m high internally illuminated directional signs at the entrance and exit. The bulk of the signage will be near the drive thru to the west of the site with only the 1 no. banner sign and 2 no. directional signs on the western side near Wolfester Terrace. Given the high dense growth along this boundary it is not considered that the proposal will have any adverse impact on amenity.

Neighbour comments:

The comments of the neighbour have been noted. Whilst other comments were made by one neighbour the only one regarding signage has been considered on this application and the other issues raised are being considered as part of application 16/02909/FUL where they are relevant. Regarding the illumination, the bulk of the signage is away from the residential properties along Wolfester Terrace on the western edge of the site with only a banner sign and two signs showing welcome and goodbye near the entrance on the eastern side. Given the dense boundary planting it is not considered that the proposal will cause any additional significant harm in terms of light pollution. The suggestion of a fence has been noted and put forward to the applicant. The applicant considers did not consider the request proportionate to the level of development at the site over what already exists and has declined the request. It is not considered reasonable to impose a condition for the fencing given the existing planting around the site which is high and dense.

Parish comments:

The comments of the Parish Council have been noted. This application is dealing with the various signs around the site and does not incorporate any changes to parking on the site which is being considered under a separate application, 16/02909/FUL, and to which they have raised an objection.

Conclusion:

It is considered that the advertisements do not prejudice public safety and do not adversely affect amenity in accordance with the aims and objectives of Policy EQ2 of the South Somerset Local Plan (2006-2028) and NPPF Chapter 7: Requiring Good Design.

RECOMMENDATION

Approve with conditions

01. The proposal, due to the siting, form, materials and design of the fascia signs, would not adversely affect residential amenity or highway safety in accordance with the aims and objectives of Policy EQ2 of the South Somerset Local Plan (2006-2028) and the National Planning Policy Framework.

SUBJECT TO THE FOLLOWING:

01. (a) All advertisements displayed and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

(b) Any hoarding or similar structure or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

(c) Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

(d) Before any advertisement is displayed on land in accordance with the consent now granted, the permission of the owner of that land, or of a person entitled to grant such permission, shall be obtained.

(e) The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

02. The development hereby permitted shall not be carried out otherwise than in complete accordance with the details received on 05 July 2016 and submitted plans numbered;
- a. Location Plan, Drawing No. 6632_AEW_1009_0001
 - b. Proposed Site Plan, Drawing No. 6632_AEW_1009_0008
 - c. Totem 4 2 Bay, Butterfield Signs
 - d. Totem 3 Pre Sell Boards, Butterfield Signs
 - e. Side by Side Lane Sign, Butterfield Signs
 - f. Directional Sign, Butterfield Signs
 - g. New Double Sided Banner Unit, Butterfield Signs

Reason: In the interests of proper planning and for the avoidance of doubt.