

MC/13/3022

Date Received: 21 November, 2013

Location: 76 (Mcdonalds Restaurant Ltd) Commercial Road, Strood, Rochester, ME2 2AD

Proposal: Reconfiguration of existing signage suite including the retention and relocation of signs plus additional signage 1x internally illuminated welcome sign; 2x rotating single 3 sided units ; 2x rotating double 3 sided units and 1 x side by side any lane/any time directional (Resubmission of MC/13/2204)

Applicant: Mcdonald's Restaurants Ltd

Agent: Mrs Carpenter Planware Limited The Granary First Floor 37 Walnut Tree Lane Sudbury, Suffolk CO10 1BD

Ward Strood South

Recommendation of Officers to the Planning Committee, to be considered and determined by the Planning Committee at a meeting to be held on 8 October, 2014.

Recommendation - Approval with Conditions

- 1 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.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to-

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The development hereby permitted shall be carried out in accordance with the following approved plans: Drawing Numbers: 0912-0624-01 Rev A, 0912-0624-02 Rev A, McDonalds/02/2008 - SIGN 7, McDonalds/02/2008 - SIGN 8, McDonalds/02/2008 - SIGN 9, McDonalds/02/2008 - SIGN 10 and McD/110/2012 - Any Lane / Any Time Sign. All received on 21 November 2013 and Drawing Number: 0912-0624-301 Rev E received 21 August 2014.

Reason: For the avoidance of doubt and in the interests of proper planning.

For the reasons for this recommendation for approval please see Planning Appraisal Section and Conclusions at the end of this report. (for approvals only)

Proposal

This application seeks advertisement consent for the reconfiguration of existing signage suite including the retention and relocation of signs plus additional signage 1x internally illuminated welcome sign; 2x rotating single 3 sided units; 2x rotating double 3 sided units and 1 x side by side any lane/any time directional (Resubmission of MC/13/2204).

Due to an amendment to the layout of the "Drive-thru" (see MC/13/3021 for details) the existing triple menu boards have been removed and replaced by Quad Display Units.

Relevant Planning History

- MC/13/3031 Advertisement consent for the installation of 3 white 'McDonalds' fascia signs and 4 yellow 'Golden Arch' fascia signs all internally illuminated (Resubmission of MC/13/2151)
- Decision** Currently under consideration
- MC/13/3021 Refurbishment of restaurant and patio area including changes to kerb lines and associated works to the site. Alterations to the roof and booths to include additional cladding. The addition of extensions (totalling 58.4 sq m) and minor alterations to the car park and drive thru land to provide a side-by-side order point which incorporates a new island for signage. Existing bin store to be removed with a new corral; being built incorporating a covered store area. The installation of two customer order displays, height restrictor (Resubmission of MC/13/2150)
- Decision** Currently under consideration
- MC/13/2150 Refurbishment of restaurant and patio area including changes to kerb lines and associated works to the site. Alterations to the roof and booths to include additional cladding. The addition of extensions (totalling 58.4 sq m) and minor alterations to the car park and drive thru land to provide a side-by-side order point which incorporates a new island for signage. Existing bin store to be removed with a new corral; being built incorporating a covered store area. The installation of two customer order displays, height restrictor.
- Decision Withdrawn by Applicant**
Decided 21 October, 2013
- MC/13/2151 Advertisement consent for the installation of 3 white 'McDonalds' fascia signs and 4 yellow 'Golden Arch' Fascia signs all internally illuminated
- Decision Withdrawn by Applicant**
Decided 21 October, 2013
- MC/13/2204 Reconfiguration of existing signage suite including the retention and relocation of signs plus additional signage 1x internally illuminated welcome sign; 2x rotating single 3 sided units ; 2x rotating double 3 sided units and 1 x side by side any lane/any time directional
- Decision Withdrawn by Applicant**
Decided 21 October, 2013

- MC/08/0806 Advertisement Consent for installation of 4 internally illuminated text signage, 1 internally illuminated logo sign; 1 non-illuminated text sign; 2 internally illuminated twin display units; 2 internally illuminated quad display units and an internally illuminated height barrier
Decision Withdrawn by applicant
Decided 30/05/2008
- MC/08/1246 Advertisement Consent for the installation of 4 roof signs, 3 banner signs and 7 other signs
Decision Split Decision
Decided 15 September, 2008

Representations

The application has been advertised on site and by individual neighbour notification to the owners and occupiers of neighbouring properties.

Two letters have been received. One from the Strood Town Centre Forum who asked that their comments from applications MC/13/2150, MC/13/51 and MC/13/2204 be transferred to this application (MC/13/3022) and applications MC/13/3021 and MC/13/3031.

The representation from Strood Town Centre Forum raised concerns as summarised below:

- The moving of the outside eating area closer to Commercial Road creates an unnecessary and dangerous complication for drivers.
- There is a need for visual de-cluttering following the initiative of Eric Pickles MP, The Secretary of State.
- Any totems or other standing advertising should be reduced at the front of the site so that it does not create any further complications for drivers.
- The reduction in on site green space provisions and trees will be lost.
- Should the fencing around the North and East boundaries be replaced, they should not be replaced with metal railings or similar.

The Strood Town Centre Forum advise that having spoken to the planning agent they understand a revised plan might be submitted which may address the points they raise in their letter and they request to be consulted if amended plans are received so they can consider any revised comments they may wish to make. Consultation on amended plans has taken place and no response from the Strood Town Centre Forum has been received.

The second representation received, although the objector makes a representation under application MC/13/3021, clearly relates to proposals for MC/13/3022 and MC/13/3031 and so have been included and taken into consideration across all three applications. These planning objections are summarised as follows:

- The number of signs in the proposal is rather high
- If allowed the proposed advertising will be detrimental to the street scene,

- “especially the “Golden Arch” signs.
- Medway Council has stated that they wish to improve the overall appearance of Strood shopping centre and has in the past refused large illuminated signs in the past within this area.

Development Plan

The Development Plan for the area comprises the Medway Local Plan 2003. The policies referred to within this document and used in the processing of this application have been assessed against the National Planning Policy Framework, 2012 and are considered to conform.

Planning Appraisal

Background

The application is a resubmission of application MC/13/2204 that was withdrawn by the applicant in October 2013.

Principle

Applications for advertisement consent must be assessed with regard to amenity and public safety in accordance with paragraph 67 of the National Planning Policy Framework and Policies BNE1 and BNE10 of the Medway Local Plan 2003.

Amenity

Like application MC/13/3031 this advertising application seeks to retain and relocate much of the existing signage.

The proposed “Welcome” sign would be a retained sign and is located at the entrance to the car park of McDonalds. The signs dimensions are 750mm(w) x 196mm(d) x 1900mm(h). The sign is internally illuminated.

Two Quad Display Units have been proposed as a replacement to the existing Triple Double Menu Boards. These display units would be located on the western elevation of the proposed side extension (see MC/13/3021 for details) the signs dimensions would be approx. 1520mm (W) x 222 (D) x 1900mm (H). These signs would be internally illuminated.

It is also proposed for there to be two 1 bay triple rotating menu boards, one of which would be a retained board. These signs would be located just beyond the customer order displays (c.o.d) (towards the rear of the site) and 1 is to be located on a proposed island (please see application MC/13/3021). The signs proposed dimensions are 750mm (W) x 196mm (D) x 1900mm (H). These signs would be internally illuminated.

The final piece of advertising applied for is a new direction sign, which would be located at the front of the proposed island (please see application MC/13/3021). The proposed sign would be a road direction sign, highlighting the fact that customers

can use either lane of the “drive-thru”. The signs dimensions would be 700mm (W) x 120mm (D) x 1000mm (H). The sign would not be illuminated however the information on it (i.e the arrows and the text “Any Lane Any Time) would be reflective.

In terms of the number of additional signs to the existing, this application proposes two. One of these additional signs would be illuminated, however, this is not considered to be detrimental given the context in a retail area. With the exception of the “Welcome” sign, the rest of the advertising is concentrated around the north west corner of the site where customers using the “drive-thru” would place their orders and as such it is considered that there would be no visual clutter with the addition of these two signs. It is not considered that the proposed illumination of this signage is detrimental to the street scene as they are not very bright (600cd/m²). As such it is therefore considered that this application conforms to Policies BNE1 and BNE10 of the adopted Medway Local Plan 2003.

Highways and Pedestrian Safety

There are no impacts on highways or pedestrian safety as a result of this application.

Local Finance Considerations

None relevant to this application.

Conclusions and Reasons for Approval

The addition of 2 further items of advertising on top of the 4 existing is not considered to have a detrimental impact on street scene. The majority of the advertising is focused on one area of the site and for the most part is hidden from the view of passers by (due to land level differences); essentially it is only noticeable or at least readable to those using the “drive-thru”. With this being the case, the signage proposed is considered to be acceptable in terms of amenity and highways and pedestrian safety and with this application conforming to Policies BNE1 and BNE10 of the Medway Local Plan 2003 this application is recommended for approval.

This application would normally fall to be determined under delegated powers but has been referred to Committee due to the representation received from Strood Town Centre Forum (being taken to represent the views of 3 or more people) contrary to officer's recommendation.

Background Papers

The relevant background papers relating to the individual applications comprise: the applications and all supporting documentation submitted therewith; and items identified in any Relevant History and Representations section within the report.

Any information referred to is available for inspection in the Planning Offices of

Medway Council at Gun Wharf, Dock Road, Chatham ME4 4TR and here
<http://planning.medway.gov.uk/donline/AcolNetCGI.gov>