

MC/13/3031

Date Received: 21 November, 2013

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

Proposal: 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)

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/002/2008 and MCDONALDS/132/2010 received 21 November 2013 and Drawing Numbers: 0912-0642-05-C, 0912-0642-07-C and 0912-0642-09-B 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.

Proposal

This application seeks 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)

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/13/3022 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)

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/08/1242

Minor works including to roof and associated elevational treatment and minor amendments to site layout to improve disabled parking

Decision Approval with Conditions

Decided 15 September, 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/13/3031) and applications MC/13/3021 and MC/13/3022.

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/13/2151 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

The application is for the installation of three “McDonald's” fascia signs and four yellow “Golden Arch” roof mounted fascia signs, all of which would be internally illuminated and have an illuminance level of 600cd/m². The “McDonald's” text fascia signs would all be approx. 3.65m above the ground level. Two of the three signs are being reused and all three have the dimensions: approx. 0.606m x 5.450m (W) x 0.100m (D). One of each of these fascia signs would be erected on the south, east and west elevations and they would face towards Commercial Road and the McDonald's car park.

In terms of the four “Golden Arch” (McDonalds official logo) signs these are proposed to be erected on the roof of the building. Two of these signs are existing signs and are being reused. Each sign would have the dimensions approx. 0.9m (H) x 1.077m (W) x 0.1m (D) but the signs marginally vary in terms of the height above ground level. The “Golden Arch” signs located on the northern, southern and western elevations would be approx. 3.550m above the ground level, whilst the sign on the eastern elevation would be approx. 2.7m above the ground level. This latter sign is slightly different in its design by virtue of the fact that the arch is on a white aluminum backing board with khaki green “DRIVE” text and a khaki green insert.

The proposed application would reuse some existing signage so in actual fact this application is only seeking a total of three signs over and above those, which already exist. This additional signage is not considered to be visual clutter and at a cd/m² of 600 each sign is not considered to be unacceptable in terms of its impact on the character or appearance of the surrounding street scene or the amenities of the area in general. The impact of these proposed signs on the street scene is minimal and with there being no residential properties in the immediate area it is not considered that they would have any detrimental impact on amenities or the character of the street scene. This being the case the proposed signage is considered to be acceptable when assessed against policies BNE1 and BNE10 of the Medway Local Plan 2003.

Highways and Pedestrian Safety

There are no impacts on highways and pedestrian safety resulting from the proposed signage.

Local Finance Considerations

None relevant to this application.

Conclusions and Reasons for Approval

The applicant is seeking consent for a total of seven signs but some are being reused from their existing positions on the building and only three new signs are being introduced in addition to those already on the building. These additional signs would not create visual clutter and are not considered to have an adverse impact on the visual appearance or character of the street scene, amenity in general or in terms of highway or pedestrian safety. Therefore the proposed signage is considered to conform to policies BNE1 and BNE10 of the Medway Local Plan 2003.

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>