

<b>REFERENCE NO -</b> 20/500202/ADV		
<b>APPLICATION PROPOSAL</b> Advertisement Consent for 1no free standing directional sign.		
<b>ADDRESS</b> Advertisement On Land At Coldred Road Maidstone Kent ME15 9XN		
<b>RECOMMENDATION</b>		
<b>SUMMARY OF REASONS FOR RECOMMENDATION</b> The proposed sign accords with the local plan policies on advertisements.		
<b>REASON FOR REFERRAL TO COMMITTEE</b> The application is submitted by Maidstone Borough Council.		
<b>WARD</b> Park Wood	<b>PARISH/TOWN COUNCIL</b> Boughton Monchelsea	<b>APPLICANT</b> Maidstone Borough Council <b>AGENT</b>
<b>TARGET DECISION DATE</b> 27/03/20	<b>PUBLICITY EXPIRY DATE</b> 04/03/20	

### **Relevant Planning History**

No relevant planning history.

### **Enforcement History:**

No enforcement history.

### **Appeal History:**

No appeal history.

## **MAIN REPORT**

### **1. DESCRIPTION OF SITE**

1.01 The application site comprises a grass verge located to the south eastern corner of Coldred Road, adjacent to the junction with Bircholt Road. The locality is commercial in nature and features a range of businesses and light industrial enterprises. Coldred Road is an Economic Development Area in the Local Plan.

### **2. PROPOSAL**

2.01 This submission seeks advertisement consent for a freestanding directional sign. The base of the sign will be 0.9m from ground level and it will measure 2.24m in height; 1.235m in width and 0.1m in depth. The sign will have a white background with blue lettering. The application form indicates that the sign will not be illuminated.

2.02 The sign is required to provide information on the location of business units in Phoenix Park on Coldred Road.

### **3. POLICY AND OTHER CONSIDERATIONS**

Maidstone Borough Local Plan 2017 DM1; DM18  
National Planning Policy Framework (NPPF)  
National Planning Practice Guidance (NPPG)

### **4. LOCAL REPRESENTATIONS**

#### **5. Local Residents:**

5.01 No comments received.

5.02 **Boughton Monchelsea Parish Council:** No objection/comment.

### **6. CONSULTATIONS**

(Please note that summaries of consultation responses are set out below with the response discussed in more detail in the main report where considered necessary)

#### **Kent County Council Highways and Transportation:**

6.01 It would appear that this development does not meet the criteria to warrant involvement from the Highway Authority in accordance with the current consultation protocol arrangements.

### **7. APPRAISAL**

#### **Main Issues**

7.01 The display of advertisements is subject to a separate consent process within the planning system and is set out within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Advertisements are controlled with reference to their effect on amenity and public safety only. The key issues for consideration are therefore:

- Amenity;
- Public Safety.

#### **Amenity**

7.02 Policy DM18 expresses support for commercial signage which is in sympathy with, and contributes positively towards, the visual amenity of their locality. Coldred Road and the adjoining Bircholt Road are characterised by commercial and light industrial businesses. Signage relating to these premises is commonplace on the buildings and in the general streetscene.

7.03 The proposed sign in terms of its location, height and appearance is characteristic of its surroundings and will not appear conspicuous. The sign will not be illuminated and is typical of others in the locality. It would however be prudent to include a condition that prevents the sign from being illuminated in order to protect this position going forward. I therefore conclude that the general amenities of the locality will not be compromised by this proposal.

#### **Public Safety**

- 7.04 The proposed sign is located on a verge adjacent to the footpath. The backdrop to the sign is a chain link boundary fence beyond which is a carpark relating to a neighbouring business. The location of the sign is such that it will not affect visibility splays on the junction or within the adjacent car park. Furthermore, its design and lack of any illumination will see that it does not distract drivers' attention. The sign will not impede pedestrians on the adjacent footpath.
- 7.05 The Highways Authority has not found it necessary to comment on this proposal. In addition, advertisement consent is subject to standard conditions, one of which requires the applicant to ensure that the sign is maintained in a safe condition at all times and therefore public safety is safeguarded on a permanent basis.

#### **PUBLIC SECTOR EQUALITY DUTY**

- 7.06 Due regard has been had to the Public Sector Equality Duty, as set out in Section 149 of the Equality Act 2010. It is considered that the application proposals would not undermine objectives of the Duty.

### **8. CONCLUSION**

- 8.01 Advertisements are controlled in respect of their impact on amenity and public safety. The above assessments indicate that the proposed sign will have no material impact in respect of these criteria. I therefore recommend approval subject to the standard conditions for this type of application.

### **9. RECOMMENDATION**

GRANT advertisement consent subject to the following conditions:

- 1) i) 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.
- (ii) 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.
- (iii) 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.
- (iv) 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.

(v) 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 the provisions of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2) The advertisements for which consent is hereby granted must be removed in accordance with condition 1 (v) within five years of the date of this consent;

Reason: In accordance with the provisions of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3) The advertisement sign hereby permitted shall not be illuminated.

Reason: In the interests of the visual amenities of the locality.

- 4) The development hereby permitted shall be carried out in accordance with the following approved plans:

- 1:1250 site Location Plan, received 22<sup>nd</sup> January 2020;
- Signage Location Plan Proposed, received 22<sup>nd</sup> January 2020;
- Proposed Sign (Front Elevation), received 16<sup>th</sup> January 2020,
- Dimensions Plan, received 16<sup>th</sup> January 2020.

Reason: To clarify which plans have been approved.

Case Officer: Georgina Quinn