

APPLICATION: MA/10/1606 Date: 13 September 2010 Received: 28 September 2010

APPLICANT: Plumbase Ltd

LOCATION: LAND CORNER OF, ENTERPRISE ROAD, MAIDSTONE, KENT, ME15 6AZ

PARISH: Maidstone

PROPOSAL: Advertisement consent application for the installation of a double sided, non-illuminated free standing sign as shown on drawing number TS0149 received on 14/09/10 and the 1:1250 scale site location plan and 1:200 scale block plan received on 28/09/10.

AGENDA DATE: 16th December 2010

CASE OFFICER: Angela Welsford

The recommendation for this application is being reported to Committee for decision because:

- the Council owns the land

## **1.0 POLICIES**

- 1.1 Maidstone Borough Wide Local Plan 2000: ENV8.
- 1.1 The South East Plan RSS 2009: BE1.
- 1.3 Government Policy: PPG19 – Outdoor Advertisement Control.

## **2.0 HISTORY**

- 2.1 There is no planning history for the actual application site land.
- 2.2 Recent relevant planning history for the adjoining land is:

MA/09/1562 - Planning application for erection of 48 self contained flats for social rent and 21 houses for market housing and 27 houses for social rent including access and associated works – APPROVED 17/09/10.

## **3.0 CONSULTATIONS**

- 3.1 PARISH COUNCIL: Not applicable.

## **4.0 REPRESENTATIONS**

- 4.1 NEIGHBOURS: No response received to date.
- 4.2 GOLDING HOMES: Proposal would adversely impact on the design integrity of the new development (09/1562); would disfigure the aesthetics of the new development; and would conflict with line of vision to the ground floor flat.

## **5.0 CONSIDERATIONS**

### **5.1 Site and Surroundings**

- 5.1.1 The application site is in the urban area of Maidstone and is located at the junction of Enterprise Road with Armstrong Road. It is adjacent to the former Council depot at Armstrong Road, which has been granted planning permission for redevelopment for housing.
- 5.1.2 Currently there is a concrete panel fence on this boundary of the depot, to which is fixed a non-illuminated directional sign to the 'Plumbase' retail store which is located approximately 150m further along Enterprise Road. The application site is part of the verge immediately in front of that concrete panel fence.

### **5.2 Proposal**

- 5.2.1 Advertisement Consent is sought for the installation of a replacement free-standing sign. This would be approximately the same dimensions and height as the existing sign, but would be freestanding on the verge immediately in front of its current position and would be double-sided.
- 5.2.2 The advertisement board would measure 2m wide by 1.5m high, and would have a white background with red, black, blue and white text/images. It would stand on 2.5m high posts constructed from white powder-coated steel, (ie 2.5m is the total overall height). It would not be illuminated.

### **5.3 Assessment**

- 5.3.1 The most relevant policy under the Maidstone Borough Wide Local Plan 2000 is Policy ENV8 which permits new advertisements provided that, in terms of scale and design, they would not be detrimental to the character and appearance of the surrounding area. In addition, PPG19 requires consideration to be given to the issues of visual amenity and public safety, and, indeed, visual amenity and public safety are the only considerations under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 5.3.2 The proposed sign would be of approximately the same height, size and position, and almost the same design as the existing sign except that it would be double-

sided. As such, I do not consider that it would have a significantly different impact on the surrounding area than the existing sign. Furthermore, it would not appear out of keeping in the locality as, apart from the existing sign, there are fairly large signs opposite on the tennis court and skateboard park in the South Park recreation ground opposite, plus there is a sign board for the South Park Business Village on the opposite side of Enterprise Road.

5.3.3 The sign would stand on the verge and would not protrude over the adjacent footway, so would not affect public safety.

5.3.4 It would be set back approximately 8m from the junction of the Enterprise Road carriageway with the Armstrong Road carriageway, so would not affect visibility splays; and would not be unduly prominent, illuminated or feature text/images that might significantly distract drivers. Consequently, the proposal would not affect highway safety.

5.3.5 A letter of objection has been received from Golding Homes, who have been granted planning permission for residential redevelopment of the adjoining land, on the basis that the proposal would adversely impact on the design integrity of the new development, would disfigure its aesthetics and would conflict with line of vision to the ground floor flat. However, the sign board would be approximately 7m distant from the closest corner of the apartment block approved on the adjoining site and would be set at an angle to it such that it would not be directly in front of the building and would not obstruct any windows. Furthermore, it would be visually separated from that development by the intervening landscaping. In view of these points, and also my observations with regard to the existing sign and the character of the surroundings (as set out in paragraph 5.3.2 above), on balance I do not consider that the proposal would result in harm to the visual amenity of the area. In my view, therefore, the proposal is acceptable.

#### 5.4 **Conclusion**

5.4.1 Taking all of the above into account, it is considered overall that the proposal complies with Development Plan policy and the Central Government guidance as set out in PPG19. I therefore recommend that Members grant approval subject to the conditions set out below.

### 6.0 **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 advertisement(s) for which consent is hereby granted must be removed in accordance with condition 1 (iii) 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.

The proposed development, subject to the conditions stated, is considered to comply with the policies of the Development Plan (Maidstone Borough-Wide Local Plan 2000 and the South East Plan 2009) and there are no overriding material considerations to indicate a refusal of planning consent.