

APPLICATION: MA/08/2251 Date: 10 November 2008 Received: 13 November 2008

APPLICANT: Jarvis Hotels Ltd.

LOCATION: THE RAMADA HOTEL, ASHFORD ROAD, HOLLINGBOURNE, MAIDSTONE, KENT, ME17 1RE

PROPOSAL: An application for advertisement consent for the installation of 1no. Internally illuminated pylon sign and 1no. internally illuminated logo sign (re-submission of MA/08/1626) as shown on drawing numbers 1283/add pages 1-4 received on 23/02/2009 and 1283 sign 1 and unnumbered site location plan received on 13/11/2008.

AGENDA DATE: 2nd April 2009

CASE OFFICER: Andrew Jolly

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

- The decision is contrary to the views of the parish council

## **POLICIES**

Maidstone Borough-Wide Local Plan 2000: ENV8, ENV28, ENV34

Kent & Medway Structure Plan 2006: EN1, QL1, EN5

Village Design Statement: None

Government Policy: PPS1, PPS7, PPG19

## **HISTORY**

08/1626 - An application for advertisement consent for the installation of 2 (no) internally illuminated pylon signs 1 (no) internally illuminated logo sign – REFUSED

02/0833- Advertisement Consent for the display of nine signs - APPROVED WITH CONDITIONS

01/0227- Advertisement consent for 2 no. non-illuminated panel signs - REFUSED

00/1608- Advertisement Consent for erection of 1no. non illuminated & 2no. externally illuminated fascia signs, 3No. non illuminated pole signs, 3No. internally illuminated wall signs, 1No. internally illuminated and 1No. non illuminated freestanding signs - SPLIT DECISION

91/1764- Amendment to permission MA/91/0739 N - re-positioning of 2 no. directional signs - APPROVED WITH CONDITIONS

91/0739- Fascia and directional signs - APPROVED WITH CONDITIONS

84/0285- Hotel name, logo and two flag poles (revised scheme) - APPROVED WITH CONDITIONS

84/0154- PVC banner sign from 01/02/84 to 12/04/84 - APPROVED WITH CONDITIONS

83/0573-Illuminated advertisement signs to show hotel name, hotel logo and facilities, flag pole - APPROVED WITH CONDITONS

81/0980- Two box signs - APPROVED

80/1756- Internally illuminated hotel sign - REFUSED

## **CONSULTATIONS**

LEEDS PARISH COUNCIL – Wishes to see the application refused as the scale is inappropriate.

ENVIRONMENTAL HEALTH CONSIDERATIONS: No objections with regard to the light emission

KCC HIGHWAYS CONSIDERATIONS: No objections to the proposal in respect of highway matters 'due to the hotel exit being a roundabout junction meaning visibility is not needed immediately to the left.

## **REPRESENTATIONS**

No neighbour representations

## **CONSIDERATIONS**

Site visit: 25/1/2008

### **Site and Surroundings:**

The application site relates to the Ramada Hotel, a large building with extensive car parking to the front and side of the property. The hotel is situated within the open-countryside and adjacent to the A20 (Ashford Road). The section of the A20 running parallel to the hotel comprises four lanes of traffic. The access to the site is on a roundabout junction with the A20. The site is adjacent to a Special Landscape Area and there are three dwellings located opposite the application site to the north.

## **Proposal:**

The application seeks permission for advertisement consent for the installation of one internally illuminated pylon sign and one internally illuminated logo/fascia sign.

The pylon sign would be a cylinder shape, 3.5 metres in height from ground level and 1.5 metres in width. The pylon would be constructed in aluminium and internally lit to no more than 600cd/m<sup>2</sup>. The light would penetrate from the central section of the sign in an upward direction, illuminating the upper sections. A low level wall at 245 mm in height would surround the base of the pylon sign. The pylon sign would be located at the roundabout entrance to the hotel in the north-east corner of the site.

The second sign would be a logo/fascia sign that would be attached to the highest part of the hotel wall facing the west. The lettering would stretch 5 metres in width and would be 600mm metres in height. The logo would be located above this and would be 1230mm in diameter. The bottom of the sign would be 17.3 metres in height from ground level. The signage would be constructed of aluminium, acrylic decorated, red in colour and internally illuminated.

The pylon sign would replace the existing brick pillars adjacent to the site entrance and roundabout, in the north-eastern corner of the site. The logo/fascia sign would replace the existing 'Hotel' sign in approximately the same location.

This application is a resubmission of MA/08/1626 which was refused due to the size and number of pylon signs proposed. The refused application proposed two pylon signs at heights of 5 metres from ground level. The applicant has engaged in pre application discussions with the Council prior to resubmission.

## **Planning Assessment:**

Policy ENV8 refers to advertising and states signage will be permitted providing the following criteria are met:-

- (1) the size, design, positioning, materials, colour and method of illumination of signage is not detrimental to the character and appearance of the building or the surrounding area; and***
- (2) the design of frontages takes into account both the building(s) of which they form part and the neighbouring properties; and***
- (3) the frontage is designed within the existing framework of architectural details and such details are preserved; and***
- (4) fascias are not unduly large or prominent within the street scene;***
- (5) in conservation areas the proposals meet a high standard of***

The key issue of this application relates to the scale of the pylon sign and visual impact on the character of the open countryside.

The immediate locality is dominated by the large application hotel and extensive car parking which forms the backdrop for the pylon sign, and the four lanes of Ashford Road and associated highway paraphernalia run parallel to the application site. Given the context of the site and surrounding area, I do not consider the signs as proposed would appear significantly incongruous within their setting, and the signs would not have a detrimental affect on the openness of the countryside or Special Landscape Area, adjacent the site.

At a reduced height of 3.5 metres, the single pylon sign would not be significantly dominant within the surrounding area. The text on the pylon sign would have a subordinate relationship with the sign and would not dominate, nor be dominated by the background, and the colours proposed are not significantly obtrusive. The proposed logo/fascia signage would be relative to the size of the building and the design is considered to be sympathetic, and colouring proposed unobtrusive. The logo/fascia sign would face toward the Ashford Road and would be of a smaller scale than the sign they would replace.

There would be no harm to residential amenity in terms of impact upon outlook or light pollution, due to the separation distance involved. The Council's Environmental Health Officer agrees with this.

The KCC Highways Officer has been consulted and has raised no objections. However, I consider it would be appropriate to condition the signs to limit levels of illumination to 600cd/m<sup>2</sup>, as suggested in The Institute of Lighting Engineers: Technical Report Number 5. The conditions will limit the possibility of harsh and intrusive lighting in this area and ensure the lighting does not flash.

**Recommendation:**

It is therefore considered overall that the proposal is acceptable with regard to the relevant provisions of the development plan, amenity impacts on the local environment and other material considerations such as are relevant. I therefore recommend conditional approval of the application on this basis.

**RECOMMENDATION**

My recommendation is approve with 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 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 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. The maximum level of illumination of the advertisement(s) to which this consent relates shall not exceed 600 candelas per metre square in accordance with The Institute of Lighting Engineers: Technical Report Number 5 Brightness of Illuminated Advertisements 2001.;

Reason: To safeguard the enjoyment of their properties by adjoining occupiers and in the interests of highway safety and convenience in accordance with policy QL1 of the Kent and Medway Structure Plan 2006.

Reason: To safeguard the enjoyment of their properties by adjoining occupiers in

accordance with policy QL1 of the Kent and Medway Structure Plan 2000.

4. The illumination of the sign(s) hereby permitted shall not be of a flashing type.

Reason: In the interests of highway safety and convenience in accordance with policy QL1 of the Kent and Medway Structure Plan 2006.

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 Kent and Medway Structure Plan 2006) and there are no overriding material considerations to indicate a refusal of planning consent.