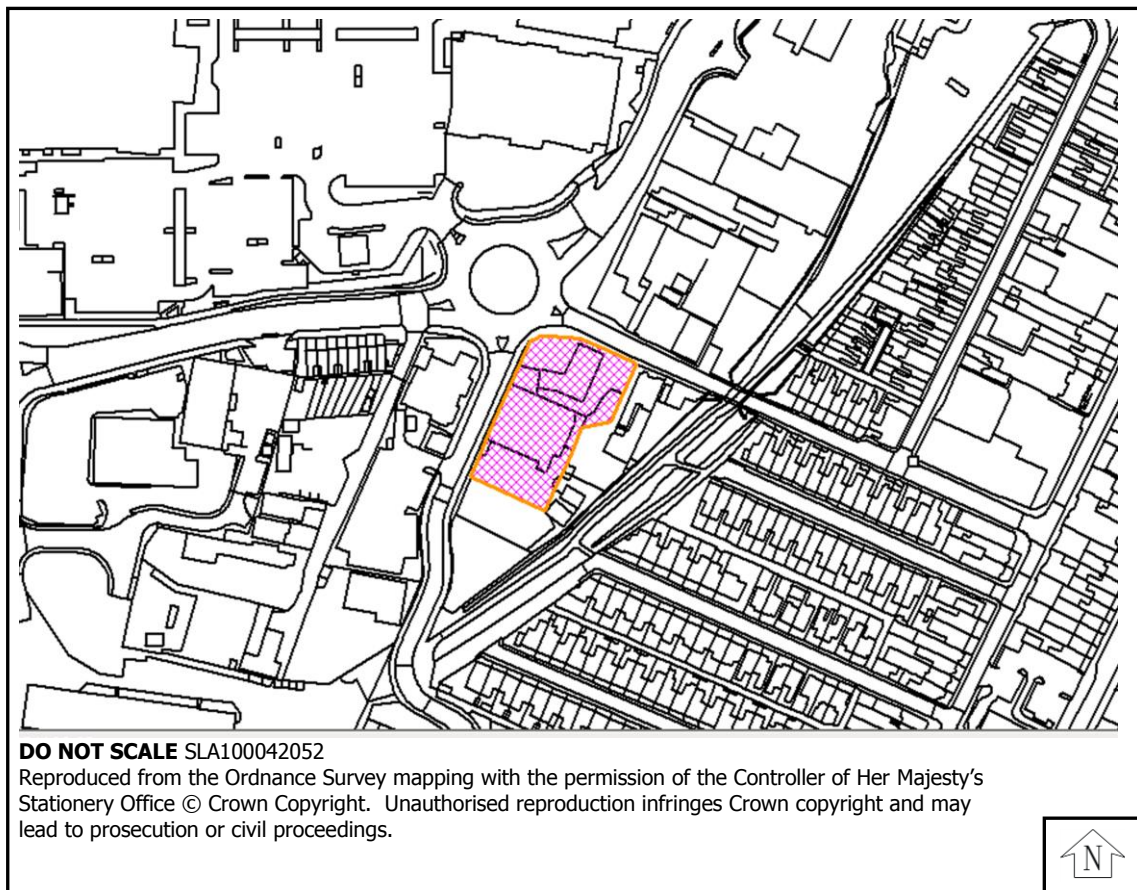


**PLANNING COMMITTEE - 18 September 2018****APPLICATION NO** DC/18/2584/ADI**LOCATION**Former Mill Road Service Station  
Mill Road  
Lowestoft  
Suffolk  
NR33 0PP**EXPIRY DATE** 21 September 2018**APPLICATION TYPE** Illuminated Advertisement Consent**APPLICANT** MCDONALD'S RESTAURANTS LTD**PARISH** Lowestoft**PROPOSAL** Illuminated Advertisement Consent - Installation of 7no. fascia signs**1 SUMMARY**

- 1.1 Advertisement consent is sought for the Installation of 7no. fascia signs to elevations of the 2 storey unit proposed under planning application DC/18/2576/FUL.
- 1.2 Recommendation is for approval, subject to the conditions detailed in section 10 of this report, and no objection being received from the Highways Authority.

- 1.3 This application is a tandem application with applications DC/18/2576/FUL (Construction of a freestanding two storey restaurant with drive-thru, car parking, landscaping, patio, playframe and associated works. Installation of 2No. COD (Customer Order Display) with associated canopies.), DC/18/2583/ADI (Illuminated Advertisement Consent - Installation of a free standing 8m totem sign), and DC/18/2585/ADN (Advertisement Consent - Various Site Signage including 1no. gateway height restrictor, 9no. free standing signs, 1no. side by side directional, 3no. banner units, 1no. play land sign and 23no. Dot Signs)

## **2 SITE DESCRIPTION**

- 2.1 The site covers an area of 0.3 hectares and is located on the Junction of Mill Road and Kirkley Rise to the south east of the A12, South Lowestoft.
- 2.2 The 'Lothing Park' retail development lies to the north west of the site and contains a 24 hour ASDA supermarket and Dunelm Mill furniture store. A Marston's public house and family restaurant, known as Spring Tide, is located to the west of the site on the opposite side of Kirkley Rise.
- 2.3 The site is located within the Physical Limits of Lowestoft, and within Policy Area SSP5 of the Lake Loathing and Outer Harbour Area Action Plan ("the AAP"). Additionally the site is situated outside albeit immediately adjacent to, the western boundary of the South Lowestoft Extended Conservation Area.
- 2.4 A large belt of mature trees is located to the south east (out of the application boundary) of the site, with Mill Road to the north east and Kirkley Rise to the west.
- 2.5 The site was previously used as a car dealership and a Petrol Filling Station is located on the Mill Road frontage. The site currently contains buildings totalling 1,227 sq. m together with large areas of hardstanding and some small pockets of immature / scrub vegetation. The site is in a poor state of repair and in officer's opinion is in need of physical regeneration and environmental improvement.
- 2.6 The site is largely located within Tidal Flood Zone 1 as defined by the Environment Agency's Flood Risk Maps, although a small section in the south-eastern corner falls within Flood Zone 2.
- 2.7 The site is located within an Archaeological Site of Regional Importance.

## **3 PROPOSAL**

- 3.1 Advertisement consent is sought for the installation of:
- i. 2no. internally illuminated aluminium panel signs on the north elevation, containing a Golden Arch" symbol on a green background measuring 1.38m high, 1.38m wide, and 0.08m deep, and location 4.43m above ground level
  - ii. 1no. White internally illuminated acrylic "MCDONALD'S" test sign on the west elevation, measuring 0.61m high, 5.45m wide, and 0.10m deep, and located 4.99m above ground level

- iii. 1no. internally illuminated yellow acrylic "Golden Arch" symbol sign on the east elevation, measuring 1.2m high, 1.37m wide, and 0.12m deep, and located 4.6m above ground level.
- iv. 1no. White internally illuminated acrylic "MCDONALD'S" test sign on the east elevation, measuring 0.61m high, 5.45m wide, and 0.10m deep, and located 3.7m above ground level
- v. 1no. internally illuminated aluminium panel signs on the south elevation, containing a Golden Arch" symbol on a green background measuring 1.66m high, 1.66m wide, and 0.08m deep, and location 4.43m above ground level
- vi. 1no. White internally illuminated acrylic "MCDONALD'S" test sign on the south elevation, measuring 0.61m high, 5.45m wide, and 0.10m deep, and located 4.99m above ground level

## **4 CONSULTATIONS/COMMENTS**

### **4.1 Neighbour consultation/representations**

No letters of representation have been received for this application.

Two letters of objection have been received for the main application, DC/18/2576/FUL, however, it is not considered that any matters raised in those objection letters relate to this application.

### **4.2 Parish/Town Council Comments**

The Planning Committee of Lowestoft Town Council considered this application at a meeting on 10 July 2018. It was agreed to recommend approval of the application.

### **4.3 Suffolk County Councils Highways Authority**

#### Lighting Engineer

The illumination of the external signage does not appear to have any effect with the surrounding Suffolk County Council highway boundaries or excessive light spill into neighbouring properties.

#### Development Management

At the time of writing this report it had still to be assessed by the Highways Authorities Development Management Team in terms of highway safety. If comments are received before committee then an update report will be circulated prior.

### **4.4 WDC Head of Environmental Health**

No comments to make

## **5 PUBLICITY**

The application has been the subject of the following press advertisement:

Category	Published	Expiry	Publication
Public Right of Way Affected,	29.06.2018	20.07.2018	Beccles and Bungay Journal
Public Right of Way Affected,	29.06.2018	20.07.2018	Lowestoft Journal

## 6 SITE NOTICES

The following site notices have been displayed:

General Site Notice	Reason for site notice: In the Vicinity of Public Right of Way, Date posted 28.06.2018 Expiry date 19.07.2018
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## 7 RELATED APPLICATIONS

Reference No	Proposal	Decision	Date
DC/17/5261/DEM	Prior Notification of Demolition - Site is to be cleared of all buildings, fuel infrastructure, substructure services and drains sealed at the boundary. A perimeter 2000mm high mesh perimeter fence is to be erected.	Prior Approval Not Required	27/02/2018
DC/16/4137/FUL	Demolition of existing buildings and full planning permission for the erection of mixed-use development for retail (Use Class A3/A5) including drive-thru and residential (Use Class C3), with associated access, car parking, landscaping and associated infrastructure	Permitted	03/03/2017
DC/18/2585/ADN	Non Illuminated Advertisement Consent - Various Site Signage including 1no. gateway height restrictor, 9no. free standing signs, 1no. side by side directional, 3no. banner units, 1no. play land sign and 23no. Dot Signs	Pending Decision	
DC/18/2576/FUL	Construction of a freestanding two storey restaurant with drive-thru, car parking, landscaping, patio, playframe and associated works. Installation of 2No. COD (Customer Order Display) with associated canopies.	Pending Decision	
DC/18/2583/ADI	Illuminated Advertisement Consent - Installation of a free standing 8m totem sign	Pending Decision	

## **8 PLANNING POLICY**

- 8.1 The National Planning Policy Framework and associated Guidance forms a material consideration in the determination of this application in particular those areas of guidance relating to the location of town centre uses.
- 8.2 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- 8.3 The Waveney Core Strategy was adopted in 2009 and contains the following policies of relevance to the determination of this application:
- CS02, requires development to be of High Quality and Sustainable Design;
- 8.4 The Waveney Development Management Policies Document was adopted in 2011 and contains the following policies of relevance to the determination of this application:
- DM02, sets out the Council's Design Principles for new development;
- 8.5 Lake Lothing and Outer Harbour Area Action Plan was adopted in 2012. The site is located within Policy Area SSP5 - Kirkley Rise.

## **9 PLANNING CONSIDERATIONS**

- 9.1 Policy DM02 states that proposals should seek to produce developments in keeping with the overall scale, character, and height of the site, and use appropriate materials for the locality.
- 9.2 The proposed signage should be read in conjunction with the two storey freestanding unit, proposed under reference DC/18/2576/FUL. The proposed signage is considered to be of an appropriate scale for that unit, and as such the sizes are considered acceptable.
- 9.3 The proposed signage is a mixture of aluminium and acrylic, and will use a variety of the company's current corporate design and colours. It is considered that the use of these materials would be sympathetic to the proposed development as a whole, and to the wider street scene.
- 9.4 Policy DM02 also states that proposed development should "Protect the amenity of the wider environment, neighbouring uses and occupiers of the proposed development in terms of overlooking, loss of privacy, loss of outlook, loss of light, pollution (including contaminated land, light pollution or emissions), odour, noise and other forms of disturbance"
- 9.5 The proposed signage is considered to be located a sufficient distance from neighbouring properties as to have no adverse impact in terms of light egress, or loss of light to neighbouring residents. SCC Lighting team have confirmed that they do not consider that the signage would result in excessive light spill into neighbouring properties.
- 9.6 Policy DM02 also requires that proposed signage have no adverse impact on the safety of pedestrians and road users. SCC Lighting team considers that the luminance levels of the sign are acceptable, and pose no adverse impact to road safety. In addition, it is considered that the signage is located a sufficient distance from public roads or footpaths, that it would not result in any obstruction to pedestrian or road traffic.

9.7 The Highways Authority has still to comment on highway safety, however, it is expected that these will be supplied in an accompanying later paper. If the proposed were to be considered acceptable, then it would be subject to the comments of the Suffolk County Councils Highways Authority being provided.

## **10 CONCLUSION**

10.1 In conclusion, it is considered that the proposed signage respects the character and appearance of the locale, the amenity of neighbouring residents, and would have no adverse safety implication. As such the principle and detail of the development is considered to be acceptable and in compliance with relevant development plan policies and the National Planning Policy Framework.

## **11 RECOMMENDATION**

It is recommended, that the application be approved subject to the following conditions:

1. This consent shall be for a period of five years.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

2. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

3. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

Reason: as required by the Town and Country (Control of Advertisements) Regulations in force at this time.

4. Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

5. The maximum luminance from any one sign within this application shall not exceed 600 candela/m<sup>2</sup>.

Reason: In the interests of highway safety and in order to avoid disability or discomfort glare for either pedestrians or motorists.

6. The development hereby permitted shall be carried out in accordance with the following approved drawings for which permission is hereby granted:  
-Signage Elevations; 7407-SA-8335-P009B; received 20/08/2018

Reason: To secure a properly planned development.

**BACKGROUND INFORMATION:**

See application ref: DC/18/2584/ADI at  
[www.eastsuffolk.gov.uk/public-access](http://www.eastsuffolk.gov.uk/public-access)

**CONTACT**

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