

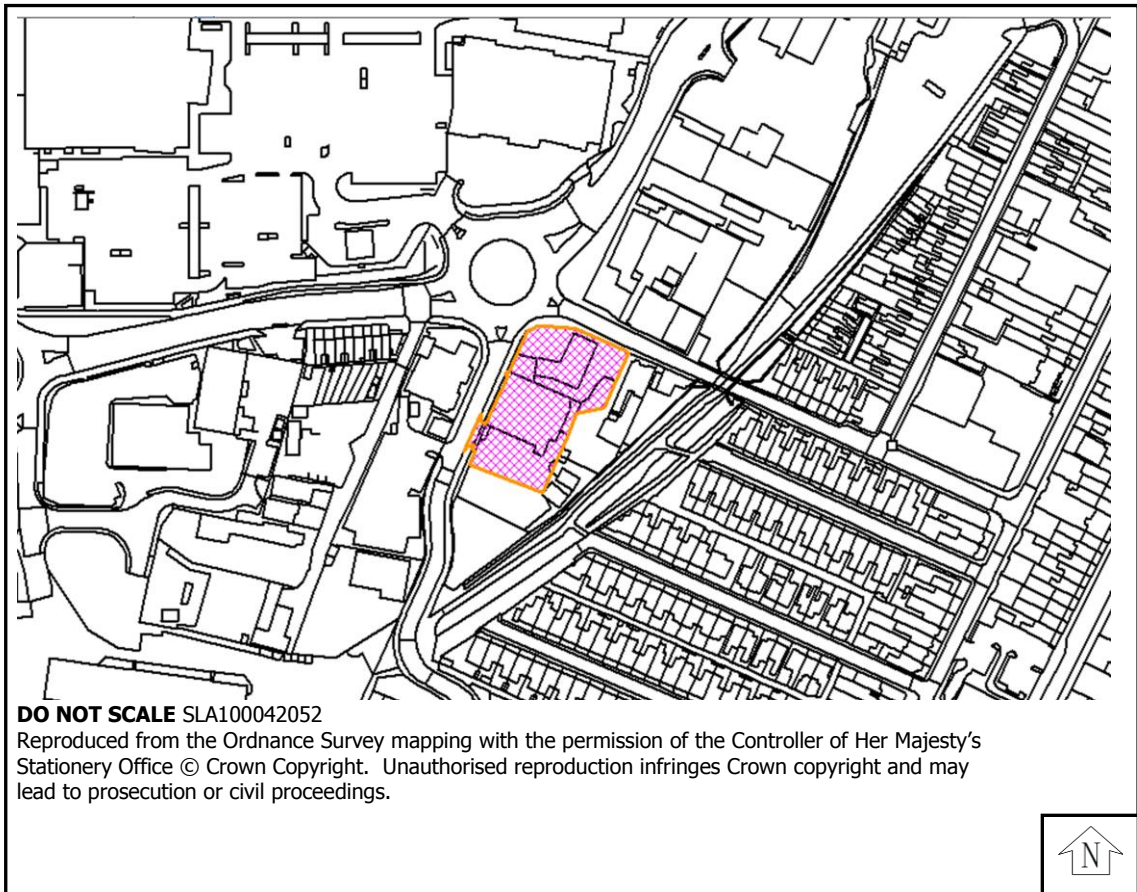
**LOCATION**

Land At Kirkley Rise  
Mill Road  
Lowestoft  
Suffolk  
NR33 0PP

**EXPIRY DATE** 21 September 2018  
**APPLICATION TYPE** Non-Illuminated Advertisement Consent  
**APPLICANT** MacDonald's Restaurants Ltd

**PARISH** Lowestoft

**PROPOSAL** 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



**1 SUMMARY**

1.1 Advertisement consent is sought for a variety of signs 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

- 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/18/2584/ADI (Illuminated Advertisement Consent - Installation of 7no. fascia 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 a variety of non-illuminated signs including:
- i. 1no. internally illuminated directional sign "welcome", measuring 0.6m wide, 0.12m deep, and 2.1m high
  - ii. 1no. internally illuminated directional sign "See you soon", measuring 0.6m wide, 0.12m deep, and 2.1m high
  - iii. 1no. Gateway sign with internally illumined 'drive thru', measuring 4.25m wide, 0.2m deep, and 3.2m high

- iv. 4no. Totem pre-sale boards with internally illuminated inserts, measuring 0.8m wide, 0.15m deep, 2.4m high
- v. 2no. totem signs, with illuminated promotional holders, measuring 1.93m wide, 0.736m deep, and 2.51m high.
- vi. 1no. internally illuminated poster board, measuring 1.7m, 0.15m deep, and 2.64m high
- vii. 1no. directional sign “any lane”, measuring 1.3m wide, 0.1m deep, and 1.4m high
- viii. 3no. double sided banner unit with illuminated drive-thru symbol, measuring 4.82m wide, 0.15m deep, and 2.06m high
- ix. 2no. accessible bay sign, measuring 0.28m wide, 0.7m high, and located 1.5m above ground level.
- x. 2no. parked order sign, measuring 0.28m wide, 0.7m high, and located 1.5m above ground level
- xi. 2no. no entry signs, measuring 0.45m wide, 0.45m high, and located 1.5m above ground level
- xii. 4no. pedestrian crossing signs, measuring 0.412m wide, 0.36m high, and located 1.5m above ground level
- xiii. 1no. give way sign, measuring 0.412m wide, 0.36m high, and located 1.5m above ground level
- xiv. 1no. speed limit sign, measuring 0.45m wide, 0.45m high, and located 1.5m above ground level
- xv. 4no. pedestrian look left/right signs, measuring 0.4m wide, 0.3m high, and located 1.5m above ground level
- xvi. 1no. internally illuminated ‘play land’ sign, measuring 1.1m wide, 1.1, high, and 0.11m deep, and located on the proposed playframe.

## **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**

#### 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.

## 5 PUBLICITY

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

Category	Published	Expiry	Publication
Public Right of Way Affected,	06.07.2018	27.07.2018	Beccles and Bungay Journal
Public Right of Way Affected,	06.07.2018	27.07.2018	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/18/2584/ADI	Illuminated Advertisement Consent - Installation of 7no. fascia 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 a appropriate scale for that unit, and as such the sizes are considered acceptable.
- 9.3 The proposed signage contains a varied mixture of sizes, designs and materials, 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. In addition, whilst there does appear to be a large number of signs, it is considered that it fits within the context of the site.
- 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. In addition, the proposed signage conforms to the size and luminance levels as required by SCC Lighting Team.
- 9.6 Policy DM02 also requires that proposed signage have no adverse impact on the safety of pedestrians and road users. 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:
- 'Play of the Future Logo Details, 800, received 20/06/2018
  - ERDDS BANNER UNIT, McD/038/2016, received 20/06/2018
  - Site Layout Plan - Site Signage, 7407-SA-8335-P008D, received 20/08/2018
  - 'Look both ways' sign, McDonalds/024/2016, received 20/06/2018
  - 'No Entry' sign, sign type 25, received 20/06/2018
  - 'Give Way' sign, sign type 25, received 20/06/2018
  - Welcome totem sign, sign type 2, received 20/06/2018
  - 'Parked order bay' sign, sign type 24, received 20/06/2018
  - Pedestrian crossing sign, sign type 25, received 20/06/2018
  - Any lane sign, sign type 19, received 20/06/2018
  - Gateway sign, sign type 3, received 20/06/2018
  - Poster board, sign type 13, received 20/06/2018
  - Pre sell boards, sign type 7, received 20/06/2018
  - 2 Bay sign, sign type 11, received 20/06/2018
  - Site location plan, 7407-SA-8335-AL01 D, received 20/06/2018
  - Speed limit sign, received 20/06/2018
  - Directional sign, sign type 2, received 20/06/2018
  - Accessible parking bay, sign type 24, received 20/06/2018

Reason: To secure a properly planned development.

**BACKGROUND INFORMATION:**

See application ref: DC/18/2585/ADN at  
[www.eastsuffolk.gov.uk/public-access](http://www.eastsuffolk.gov.uk/public-access)

**CONTACT**

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