
Leybourne West Malling And Leybourne	569072 159156	12 March 2012	TM/12/00498/AT
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Proposal:	Erection of 1x double sided Corex board promotional sign
Location:	Castle Lake Castle Way Leybourne West Malling Kent ME19 5TR
Applicant:	Whitbread Group Plc

1. Description:

- 1.1 It is proposed to erect a 1.2m tall by 1.87m wide double-sided sign, mounted in a 1.23m tall x 2m wide frame positioned on legs. The maximum height of the underside of the sign above the ground would be 1m. It would be externally illuminated by a trough lighting unit.
- 1.2 It is proposed to erect the sign within the north-western corner of the grounds of the Premier Inn hotel complex, adjacent to Castle Way. It would be positioned just to the north of an existing belt of soft landscaping which bounds part of the car parking area.
- 1.3 The submitted documentation indicates that the signage would be used to advertise food and drink promotions in the restaurant which forms part of the complex.

2. Reason for reporting to Committee:

- 2.1 At the request of Councillor Luker.

3. The Site:

- 3.1 The application site comprises the grounds of the Premier Inn hotel, located on the eastern side of Castle Way. Castle Way itself is a highway which provides access from junction 4 of the M20 to Leybourne, and vice versa. Castle Way (including the pedestrian footway) is at a slightly higher level than the car park and adjacent land at the north-western corner of the application site.
- 3.2 The site is situated in the MGB and designated countryside.
- 3.3 A totem pole containing the hotel's corporate signage is positioned in the south eastern corner of the grounds of the hotel, with a low level sign located within a belt of soft landscaping positioned several metres to the north of the totem pole.

4. Planning History:

TM/87/10732/FUL Refuse 5 November 1987

Permanent site for skip with screen walls, access and turning area.

TM/87/11033/FUL Refuse 4 March 1987

Permanent site for skip, with screen wall, access and turning area.

TM/89/10907/OUT Application Withdrawn 22 December 1989

Outline application for Class B1 Business Development with associated Highway and Access Improvements and Landscaping Works.

TM/89/10908/OUT Application Withdrawn 22 December 1989

Outline application for class B1 Business Development with associated Highway and Access Improvements and Landscaping Works.

TM/89/10968/FUL No Objection 27 September 1989

Retention of pole mounted transformer for further period expiring on 31 March 1994.

TM/95/51653/FL Grant with Conditions 15 October 1997

A3 "Brewers Fayre" family restaurant and bar, 40 no. bedroom "Travel Inn" hotel block, car parking, alteration to access.

TM/97/02050/AT Grant with Conditions 20 April 1998

Erection of various illuminated signs.

TM/98/00515/FL Section 73A Approved 11 May 1998

Construction of external play equipment.

TM/99/01051/AT Refuse 16 September 1999

3m high illuminated totem sign.

TM/03/02558/FL Refuse 7 October 2003

Two storey extension for use as ancillary meeting room suite.

TM/04/00651/AT Split Decision 24 March 2004

2 no. fascia signs (internally illuminated), 1 no. roundel sign (internally illuminated) and 1 no. totem sign (internally illuminated).

TM/05/01029/AT Grant with Conditions 29 June 2005

Signage.

TM/06/00786/AT Grant with Conditions 28 April 2006

Promotional display unit.

TM/09/00961/FL Approved 15 July 2009

Variation of Condition 20 of planning consent ref. TM95/51653/FL (A3 'Brewers Fayre' family restaurant and bar, 40 no. bedroom 'Travel Inn' hotel block, car parking, alteration to access) to allow an extension of opening hours for non-hotel users from 0700 hrs - 2300 hrs to 0700 hrs - 0100 hrs.

TM/10/02671/FL Approved 15 December 2010

Variation to Condition 20 of planning permission TM/95/51653/FL to allow the pub/restaurant to be open to non hotel users from 07:00 hrs to 01:00hrs.

5. Consultees:

- 5.1 Leybourne PC: Clarification is being sought as to the PC's views on the proposal and Members will be advised in a Supplementary Report.
- 5.2 KCC Highways: No objection.
- 5.3 Private Reps (22/0X/0R/0S): None received.

6. Determining Issues:

- 6.1 As with all applications for Advertisement Consent, the determining issues comprise the interests of amenity and public safety. National guidance on outdoor advertisement control is set out at paragraphs 67 and 68 of the National Planning Policy Framework, with adopted TMB CS policy CP1 and TMB MDE DPD policies SQ1 and SQ8 forming material considerations to which regard should be given in the determination of the application
- 6.2 The proposed advertisement is considered to be acceptable in terms of its impact on public safety: Kent County Council Highway Services have raised no objection, and the sign would be positioned sufficiently far from the adjacent footway to Castle Way to prevent interference with pedestrian movement.

- 6.3 I appreciate that the intention of the signage is to advertise food and drink offers in the restaurant at the site, and the sign is proposed to be positioned in such a location so as to provide sufficient time for anyone driving from the motorway to be able to slow down and turn into the site. However, due to the positioning of the sign within a relatively open area outside the soft landscaping around the hotel car park where there is presently no other signage, combined with its height (which I understand is proposed so that the sign is visible to drivers moving along Castle Way) and size, I am of the opinion that the sign will be harmful to the amenity of the area and will appear as a discordant feature. This would particularly be the case when the sign is viewed from the south, where although it would be visible against the backdrop of mature vegetation positioned between the application site and the motorway, this is some distance away, meaning that the sign would appear as a relatively isolated feature relative to the developed part of the site. The proposed illumination would emphasise the way in which the sign encroaches into this open area.
- 6.4 Although I understand the need to advertise services and products on offer at businesses, national and adopted Development Plan planning policy is clear that adverts should not be permitted where it would harm amenity. I have accordingly recommended that advertisement consent be refused on this basis.

7. Recommendation:

7.1 Refuse Advertisement Consent for the proposed sign for the following reason:

- 1 The sign, by reason of its siting, size and design including its proposed illumination, would be detrimental to the visual amenities of the locality. As a result, it would be contrary to the requirements of the National Planning Policy Framework (2012) and the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, Policy CP1 of the Tonbridge and Malling Borough Core Strategy and Policy SQ1 of the Tonbridge and Malling Managing Development and the Environment Development Plan Document.

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