

Ditton **571703 158236** **21 March 2007** **TM/07/00842/AT**
Ditton

Proposal: Display of non-illuminated signs
Location: 429 - 431 London Road Ditton Aylesford Kent ME20 6DB
Applicant: John Percy Wright

1. Description:

1.1 This is a retrospective advertisement application for:

- Two non illuminated signs, 1.22m by 1.22m on supporting posts of 1.55m high. (Signs 1 & 3 which have already been positioned along on the road frontage, close to the vehicular accesses.)
- The retention of five double sided A Boards (signs 4-8) sited at the front of the site and within its forecourt. These A Boards are 0.915m by 0.61m.

The application also proposes Sign 2 in the central section of the grass verge. However, a temporary sign appears to have already been sited in this location of a different size and appearance from that the subject of the application.

2. The Site:

2.1 The application site lies within the urban confines of Ditton, just to the west of the Holtwood Conservation Area. The site lies on the southern side of London Road. No. 429 is a dwellinghouse, whilst No. 431 is Pinions Pet shop. The signs are positioned on the road frontage and forecourt outside these two properties. The surroundings properties in this locality are residential.

3. Planning History (most relevant):

- | | | | |
|-----|-------------------------|-----------|----------|
| 3.1 | TM/90/1112 | Approved | 31.10.90 |
| | Free standing pole sign | | |
| 3.2 | MK/4/66/279/AT | Withdrawn | 05.09.66 |
| | Illuminated sign | | |
| 3.3 | MK/4/64/166/AT | Withdrawn | 19.01.65 |
| | Illuminated sign | | |

4. Consultees:

4.1 PC: This Council objects to the application as it feels that one sign is adequate to advertise the business. To have three signs in close proximity would be detrimental to the street scene and local amenity and could cause a dangerous

distraction to drivers. It is noted two signs have already been erected before permission has been granted.

4.2 KCC Highways: No objection.

4.3 Private Reps: 12/0X/0S/4R. Four letters of objection received objecting on the following grounds:

- Signs are erected on highway land;
- No objection to permanent signs (signs 1 & 3), but object to other handwritten signage;
- No need for the large number of signs;
- Harm to public safety;
- Detracts from the visual amenity of the locality;
- A number of the signs are not very visible, and therefore, question whether they are required;
- Distraction to drivers.

5. Determining Issues:

5.1 The main issues to be considered are whether the signs harm the amenities of the locality and whether the signs result in harm to public safety.

5.2 Signs 1 & 3 have been erected as the submitted details at either end of the service road to the shop. Their size and siting are appropriate in this location especially bearing in mind the access arrangements to the shop. I feel that it is desirable to display a sign at either end of the access to prevent dangerous manoeuvres.

5.3 Other signs are scattered around the car park and close to the entrance. I do not believe that the same justification applies to signs 2 and 4-8. The proliferation of signs is unacceptable in its own right and the handwritten character only adds to the unacceptable appearance. These signs are handwritten signs advertising current offers on products being sold at the pet food shop. They are numerous and clutter the frontage of the site to the detriment of the visual amenity. Signs 1 and 3 can adequately advertise the site and these remaining signs are excessive.

5.4 In terms of public safety, the proposed signs are not sited on the public highway, but on land owned by the applicant. KCC Highways raises no objections to the siting or design of the signs in terms of highway or public safety. None of the signs are to be illuminated and will not distract drivers.

5.5 In light of the above considerations, I consider that a split decision is justified, with signs 1 and 3 to be approved whilst the other signs (2,4,5,6,7 and 8) in the application to be refused. Given that the signs to be refused are already in situ (Sign 2 in a different form to that submitted), prosecution proceedings should be commenced to secure their removal.

6. Recommendation:

6.1 **A: Signs 1 & 3: Grant Express Advertisement Consent** as detailed in accordance with the following submitted details: Letter dated 21.03.2007, Drawing PPF/07/1/1 dated 21.03.2007, Site Plan dated 12.03.2007, subject to the following conditions:

1 This consent shall expire at the end of a period of five years from the date of consent. (A001)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 Any 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. (A002)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition. (A003)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

4 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military). (A004)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

5 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. (A005)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

- 6 Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority. (A006)

Reason: In pursuance of Regulation 13 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

- 6.2 **B: Signs 2,4,5,6,7& 8: Refuse Advertisement Consent** for the following reasons:

- 1 Further advertisements on this property would produce the effect of 'clutter' and be detrimental to the visual amenities of the locality.

- 6.3 **Enforcement proceedings by the Magistrates Court to commence** requiring the removal of the refused signs and sign currently located in the position of sign 2.

Contact: Aaron Hill