

Section '3' - Applications recommended for PERMISSION, APPROVAL or CONSENT

Application No : 12/01117/ADV

Ward:
Cray Valley West

Address : The Broomwood Sevenoaks Way
Orpington BR5 3AE

OS Grid Ref: E: 547050 N: 169139

Applicant : McDonalds Restaurant Ltd

Objections : YES

Description of Development:

4 Internally illuminated freestanding signs adjacent to drive-through lane

Key designations:

Areas of Archaeological Significance
Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
London City Airport Safeguarding
London City Airport Safeguarding Birds
Stat Routes

Proposal

It is proposed to amend the location of 4 internally illuminated signs within the drive through/parking area of this McDonalds restaurant, due to minor alterations needed to the drive-through lane (which have been submitted for approval under ref.12/01045 elsewhere on this agenda).

The number of totem signs adjacent to No.1 Broomwood Road would be reduced from 3 to 2, while the 3 bay totem sign would be set at a slightly different angle to the southern boundary with No.112 Sevenoaks Way. The hero board would be located 2-3m closer to the restaurant building. The size and design of these signs would remain as previously permitted.

Location

These premises occupy a corner plot at the junction of Broomwood Road and Sevenoaks Way, and are in use as a McDonalds restaurant with drive through facility, accessed from Broomwood Road.

The site is bounded to the south and west by residential properties, and faces dwellings to the north in Broomwood Road. The building fronts onto Sevenoaks

Way, which is classified as a Strategic Route as part of the Strategic Road Network.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and representations were received from nearby residents regarding possible intrusion from any additional illuminated signs.

Comments from Consultees

No objections are raised to the relocation of the illuminated signs from a highways point of view.

Planning Considerations

The application falls to be determined in accordance with the following policies of the Unitary Development Plan:

BE21 Control of Advertisements, Hoardings and Signs

The application was called in by a Ward Councillor.

Planning History

Permission was granted on appeal in October 2011 to use this Public House as a restaurant with takeaway and drive-through facilities, which included the demolition of some outbuildings at the rear, and the erection of flat-roofed single storey rear extensions and a front entrance ramp. The car parking on the site was to be rearranged to accommodate the drive-through facility, which included reducing the total number of car parking spaces on the site from 37 to 29.

Advertisement Consent was subsequently granted in February 2012 (ref.11/03414) for various internally illuminated and non-illuminated signs at the premises.

Conclusions

The main issues in this case are the impact of the proposed signs on the character and appearance of the surrounding area, on the amenities of nearby residents, and on highway safety.

These proposals are for very minor changes to the location of some of the freestanding signs within the car park/drive-through area, which are not considered to cause any significant harm to the amenities of neighbouring properties, subject to safeguarding conditions to control the luminance and hours of use.

Background papers referred to during production of this report comprise all correspondence on files refs. 10/01447, 10/02456, 11/03414, 11/03417, 11/03426, 12/01045 and 12/01117, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

6	ACF01	Standard 5 year period		
	ACF01R	Reason F01		
7	ACF02	Rest. of luminance-(s) (2 in)	internally illuminated signs	
	600			
	ACF02R	Reason F02		
8	ACF04	Hours of use for illum. sign(s) (2 in)	06:00	23:00
	ACF04R	Reason F04		

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