



**REPORT of
DIRECTOR OF SERVICE DELIVERY**

**to
DISTRICT AREA PLANNING COMMITTEE
30 SEPTEMBER 2021**

Application No:	21/00270/ADV
Location:	McDonald's Fullbridge Essex CM9 4LE
Proposal:	Application for advertisement consent for the installation of 4No. Fascia signs
Applicant:	McDonald's Restaurants Limited
Agent:	Mrs Sarah Carpenter - Planware Limited
Application Expiry Date:	10 June 2021 - EoT until 4th August 2021
Parish:	MALDON
Case Officer:	Amit Patel
Reason for referral to Committee:	Deferred from Central Area Committee on 28 July 2021 following consideration for decision at District Planning Committee

1. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the conditions (as detailed in Section 4 of this report).

2. SITE MAP

Please see overleaf.

McDonalds, Fullbridge
21/00270/A DV



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Maldon District Council 100018588 2014


MALDON DISTRICT COUNCIL
www.maldon.gov.uk

Scale:	1:1,250
Organisation:	Maldon District Council
Department:	Department
Comments:	Central Area Committee
Date:	15/07/2021
MSA Number:	100018588

3. BACKGROUND TO DEFERRAL

3.1.1 This planning application was heard at the Central Area Planning Committee on 28 July 2021. The Officers report is appended at **APPENDIX 1**.

3.1.2 Following consideration of the report Members resolved that:

this application be DEFERRED to the DISTRICT PLANNING COMMITTEE for determination

3.1.3 Since the Area Planning Committee of 28 August 2021, the applicants have submitted an amended drawing reference 05/D. This drawing corrects an error in drawing 05/C which was considered at the Area Planning Committee meeting and presented the existing 'McDonalds' text as black when it is actually white. Given that this corrects an error on the drawing representing the 'existing' on site advertisement, the correction is not considered a material change in the application as it reflects what is on site, and not the proposal. On this basis, no further consultation or notification of the application was considered to be required.

3.1.4 This application relates to the signage on the building. There are already signs in the position of the new signs and this application is upgrading these signs to reflect the new design.

3.2 Conclusion

3.2.1 The proposed development would not increase the number of fascia signs, but they will be slightly larger than the existing signage and repositioned on the building. They are considered acceptable in terms of style, design, siting and materials, and would not have a detrimental impact upon the character and appearance of the area. Furthermore, the signage would not be detrimental to highway safety. As such the proposal satisfies the requirements of the advertisement regulations (amenity and highway safety) and as such would be in accordance with adopted policies D1, D6, H4 and T2 of the Local Development Plan and advice contained within the National Planning Policy Framework.

4. PROPOSED CONDITIONS

Grant Advertisement Consent subject to the following conditions:

- 1 The express consent hereby granted shall be for a period of 5 years beginning from the date hereof.
REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2 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.
REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.
- 3 No advertisement shall be sited or displayed so as to:
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

- hinder the operation of any device used for the purposes of security or surveillance or for the measuring the speed of any vehicle.

REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007. 2 The development hereby permitted shall be carried out in complete accordance with the approved drawings specifically referenced on this decision notice.

- 4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: This condition is imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 The maximum luminance of the sign shall not at any time exceed the standards contained within the Institution of Lighting Professionals Technical Report PLG05 The Brightness Of Illuminated Advertisements, for zone E3 locations, which in this case is 600 Candelas per square metre (600 cd/m²) for signs less than 10m², and 300 Candelas per square metre (300 cd/m²) for those over 10m².

REASON: To ensure that users of the highway are not subjected to glare and dazzle in the interest of highway safety and in accordance with policies D6 and T2 of the Maldon District Local Development Plan.

INFORMATIVES

- 1 All highway related details shall be agreed with the Highway Authority All work within or affecting the highway is to be laid out and constructed by prior arrangement with and to the specifications of the Highway Authority; details shall be agreed before the commencement of works. The applicant should contact the Development Management Team by email at development.management@essexhighways.org or by post to:

SMO2 - Essex Highways,
Springfield Highways Depot,
Colchester Road,
Chelmsford.
CM2 5PU