

# **Design & Access Statement**

**for**

**A retrospective application for the retention of the newly installed illuminated fascia sign to the established Amusement Centre to replace the existing illuminated signage**

**at**

**The Playtime Amusements Centre  
The Promenade  
Leysdown-on-Sea  
Sheppey  
Kent ME12 4UB**

**On behalf of  
Cain's Amusements Limited**

**Prepared By  
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## **DESIGN**

This must be read in conjunction with the application drawing No. 007/22/01.

### **Background:**

The application for the recently installed replacement fascia sign to the property has been requested in correspondence from Mr. S. Whitehead and Ms. S. Adams in the planning department at Swale Borough Council, under their ref. No's. 21/500888/BOC & 21/500752/Advert. The correspondence being received in late November and early December 2021.

I confirm that an advertisement application for the same signage has been lodged under a separate submission.

### **Use:**

The property known as The Playtime Amusements Centre is located on the east side of The Promenade and is a well-known and established Amusement Centre within Leysdown. The Applicants having purchased this initial business in the 1990's, they have considerably extended and improved the property including linking in the frontages of the neighbouring premises, which included infilling the former neighbouring site of an Italian restaurant and fully refurbishing and replacing the former fire damaged 'Fantazia' Amusements Centre. They have recently purchased the vacant 'Talk of the Town' public house, located at the north end of The Promenade and are converting this to form part of the current Amusement Centre under Planning Consent No. 20/500631/FULL. They have undertaken considerable investment in improving the premises, providing a high standard of leisure facility that is of considerable prominence in the town. The replacement of the individual signage to the various buildings that have been extended into over the years has been replaced by a single sign to complement the Amusements Centre and to improve its branding. The requirements for the submission of the advertisement application has been complied with, but the Planning Department at Swale Borough Council have also requested the submission of this Planning Application for the new signage.

The property is located in Flood Zone 2 and 3, set out by the Environment Agency, but as this application is purely for the new business signage fronting the Promenade. The requirement to provide a Flood Risk Assessment is therefore not relevant.

The new illuminated signage is continuous across all frontages but excludes the recently purchased 'Talk of The Town' public house to the north. It allows for the full screening of the various roof constructions and pitched and flat roofs to the rear. As there is no residential accommodation, other than two flats owned by the Applicants in the immediate locality, the signage does not have any impact on any current residential dwellings.

The proposed signage will fully comply with the Swale Borough Council Plan 2017 and has allowed for an improved design to comply with policies CP4 and DM2 and will not directly impact or materially prejudice the other uses within the immediate locality. The consolidated improvement of the

signage and design will also comply with National Policies particularly as set out under the National Planning Policy Framework and associated National policy.

**Amount:** The Playtime Amusements Centre has an approximate site area of 0.15 hectares. The recently purchased vacant adjoining ‘Talk of the Town’ public house that is now owned by the Applicants, has an approximate area of 0.03 hectares.

**Layout:** The layout of the new signage is shown on the application drawing no. 007/22/01 and replaces the various illuminated signs that existed to the buildings fronting The Promenade. This allows for a continuous fascia that replaces the former illuminated signage and allows for the differing property levels. This allows for the continuation of the company branding.

The former signage was externally illuminated with some floodlights and LED illumination. The new signage allows for a brushed aluminium composite sheeting with similar raised signage to provide a 3D-effect. It incorporates LED lighting to backlight the wording and also LED strip lighting throughout the new sign.

**Scale:** Refer to section ‘Amount’ above. The replacement signage is approximately 53.35m in length & is approximately 5.34m at it’s highest point.

**Landscaping:** There are no external landscaping areas to the property.

**Appearance:** The former signage was of numerous colours, and sizes and shapes incorporating a variety of spotlight and downlighting illumination, which varied throughout the individual properties.

The new signage is in a ‘dibond blue’ brushed aluminium composite sheets set within a border. The raised signage (‘Playtime’) is a similar colour which is raised approximately 200mm from the main signage to provide a 3D effect. It is in matching ‘dibond blue’ with ‘cool white’ surround, incorporating LED lighting. The strip lighting is also the ‘cool white’ intermittent LED strip vertical lighting.

The new continuous signage provides a continuous frontage and replaces the disjointed former signage to the various buildings that form the Playtime Amusements Centre.

**ACCESS**  
**Vehicular and**  
**transport links:**

The proposals will have no effect upon this requirement.

**Inclusive Access:** The signage has no effect upon this requirement.

**Conclusion:** The recently installed new fascia sign is fully in-keeping with the business and allows for a continuous frontage to all the properties that form that Playtime Amusement Centre. This replaces the disjointed former signage which was of different shapes, sizes and illumination.

The signage therefore represents a considerable investment by the business owners, which should be supported by the Local Authority in these particularly unusual and difficult trading conditions within the leisure industry. The Applicants have made considerable investments to their the business over the years to make their premises to a high standard and the new signage shows their continued ongoing investment within Leysdown-on-Sea.