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Planning Officer
East Lindsey District Council
The Hub
Mareham Road
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Date: 30 January 2024

Our ref: 66064/01/JW/LBu/28815375v2

Dear Claire

Application for Advertisement Consent: McDonalds, Skegness Retail Park, Heath Road, Skegness, PE25 3ST

On behalf of our client, McDonald's Restaurants Ltd ["McDonalds"], Lichfields is pleased to submit an application for advertisement consent to East Lindsey District Council [the Council] at the McDonalds restaurant (formerly Pizza Hut), Skegness Retail Park, Heath Road.

The application is submitted via the Planning Portal (ref. PP-12727342) and comprises the following:

- Application form;
- Application drawings prepared by Scurr:
 - i Site Location Plan ref. 8511-SA-1911-AL01C;
 - ii Block Plan ref. 8511-SA-1911-P002B;
 - iii Site Layout Plan Drive Totem ref. 8511-SA-1911-P022A;
 - iv Site Layout Site Signages ref. 8511-SA-1911-P008C; and
 - v Existing and Proposed Building Signage (non-model Drive To only) ref. 8511-SA-1911-P009A.
- Signage Brochures provided by Butterfield Signs:
 - i McDonalds Feel Good Signage Brochure dated 16.05.2022
 - ii 10MPH Disc sign Plan dated 28 Sept 2016
- The locations of existing signage (totem, panel on estate sign and fascia signs) to be replaced are shown on the above submitted plans:
 - i Site Layout Plan Drive Totem 8511-SA-1911-P022A – shows the existing Pizza Hut totem sign;
 - ii Site Layout Site Signages 8511-SA-1911-P008C – shows the existing estate signs; and

- iii Existing and Proposed Building Signage (non-model Drive To only) 8511-SA-1911-PO09A – shows the existing fascia signs.

The requisite application fee of £165 (plus £64 service charge) has been paid online via the Planning Portal at the time of submission.

Background and Context

The application site comprises of the former Pizza Hut restaurant located on Skegness Retail Park and bounded by Wainfleet Road (A52) to the north with a Caravan Park beyond; Heath Road and the wider Skegness Retail Park to the west; existing car park associated with the restaurant and Pound Stretcher shop to the south; and woodland to the east with Skegness Town Football Club beyond. The site is currently served by an existing access off Heath Road, off Wainfleet Road (A52).

The site, along with the wider retail park, is located wholly within Flood Zone 3 and a surface water drainage ditch runs along the site's eastern boundary. A Public Right of Way (Footpath) runs along the site's northern and western boundary. The site is not located in a Conservation Area and the building is not listed.

In August 2003, planning permission was granted for the *“Erection of a restaurant, provision of car parking and service area, construction of a vehicular access and construction of a pedestrian access”* under planning permission S/153/00929/03.

A series of permissions for signage were granted throughout 2004 and more recently, planning permission (ref. S/153/00655/18) was granted in 2018 for updated signage associated with the former Pizza Hut use and included a totem sign, roof-mounted signs and fascia signs. This permission granted approval for signage previously approved in 2005 under planning permission ref. S/153/02180/04.

In addition, permission (ref. S/153/01923/23) was granted in November 2023 for two new estate signs to replace the existing estate signs for the wider retail park and we understand these are due to be installed imminently.

Most recently, planning permission (ref. S/153/02185/23) was granted on 4th January 2024 for extensions and alterations to the former Pizza Hut restaurant to facilitate conversion of the building into a McDonalds restaurant.

McDonalds now wish to apply for consent to display signage to replace the existing Pizza Hut signage.

Proposals

This application seeks planning permission to install the following signs:

Totem Sign x 1

It is proposed to install an internally illuminated totem sign to the north west of the restaurant, adjacent to the intersection of Heath Road/Wainfleet Road and roughly in place of the existing Pizza Hut totem. Details of the proposed sign are included within the submitted Site Layout Plan Drive Totem plan ref. 8511-SA-1911-PO22A. The sign will be constructed of aluminium with one timber effect and two khaki panels. A moulded yellow acrylic internally illuminated "Golden Arch" will appear to both sides on the

top panel. The sign will measure 1,920mm in width, 10,000mm in height and 350mm in depth. The sign will extend to 10,000mm above ground level. The sign is proposed to have static internal illumination with an illumination level not exceeding 600 candela per square metre. This sign is of a similar height to the existing Pizza Hut totem sign which is also shown on this plan.

Banner Sign x 1

It is proposed to install a post-mounted banner sign north of the restaurant and perpendicular to Wainfleet Road. Details of the sign are included within the submitted Site Layout Site Signages plan ref. 8511-SA-1911-PO08C. The sign will measure 4,820mm in width, 2,060mm in height and 150mm in depth and extend to 2,060mm above ground level. It will be constructed from a dark green steel panel with a perforated metal 'McDonalds' text on one side and images of food on the other, it is not proposed to be illuminated.

Fascia Sign – 'McDonalds' text x 2

It is proposed to install two internally illuminated fascia signs of 'McDonalds' text on the north and south elevations. Details of the signs are included within Existing and Proposed Building Signage (non-model Drive To only) ref. 8511-SA-1911-PO09A. The signs will be constructed of white acrylic with white coated backtrays and returns, and an aluminium frame. They will measure 9,002mm in width, 1000mm in height and 100mm in depth. They are proposed to be wall mounted and located 5,000mm above ground level. The signs are proposed to have static internal illumination with an illumination level not exceeding 600 candela per square metre.

Fascia Sign - Golden Arch x 3

It is proposed to install two internally illuminated fascia signs of the "Golden Arch" McDonalds symbol on the east and west elevations. Details of the signs are included within the submitted Existing and Proposed Building Signage (non-model Drive To only) ref. 8511-SA-1911-PO09A. The signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow, they will measure 1,800mm in width, 1,575mm in height and 100mm in depth. They are proposed to be wall mounted and located 4,000mm above ground level. The signs are proposed to have static internal illumination with an illumination level not exceeding 600 candela per square metre.

It is also proposed to install an additional smaller "Golden Arch" McDonalds symbol on the south elevation above the entrance. The sign will be as described above except it will measure 1,030mm in width, 900mm in height and 100mm in depth and be located 3,300mm above ground level.

Dot Signs

Details of the following signs are included on the submitted Site Layout Site Signages Plan ref. 8511-SA-1911-PO08C and the accompanying Butterfields Signs brochures.

Dot Sign – "Accessible Parking Bay" x 2

It is proposed to install two "Accessible Parking Bay" dot signs adjacent to the accessible parking bays in south of the restaurant. The signs will be constructed of aluminium with applied vinyl graphics with a white background, yellow symbols and black text. The signs will measure 280mm in width and 700mm

in height. The signs are proposed to be mounted on metal signposts and located 1,500mm above ground level. The signs are not proposed to be illuminated.

Dot Sign – “Speed Limit 10mph” and “Pedestrian Crossing” x 1

It is proposed to install “Speed Limit 10mph and Pedestrian Crossing” dot signs adjacent to the site entrance. The signs will be constructed of aluminium with applied vinyl graphics with a white background with black text and a red border. The signs will be mounted on a single metal signpost 1,500mm above ground level, they will not be illuminated. The “Pedestrian Crossing” sign will measure 412mm in width and 360mm in height. The “Speed Limit 10mph” sign will measure 450mm in diameter.

Dot Sign – “Pedestrians look both ways” x 1

It is proposed to install a “Pedestrians look both ways” dot sign near the restaurant entrance. The sign will be constructed of aluminium with applied vinyl graphics with a white background and black text. The sign will be mounted on a single metal signpost 1,500mm above ground level. The sign will measure 450mm in width and 300mm in height and will not be illuminated.

Dot Sign – “Litter” x 1

It is proposed to install a “Litter” dot sign within the car park. The sign will be constructed of aluminium with applied vinyl graphics with a white background with black, yellow and red text and logos. The sign will be mounted on a single metal signpost 1,500mm above ground level, it will not be illuminated. The sign will measure 280mm in width and 700mm in height.

In addition, the Pizza Hut panels in the estate signs for the wider retail park will be replaced with McDonalds panels. These replacement estate signs were granted planning permission separately in November 2023 (reference S/153/01923/23).

Advertisement consent is sought for a period of five years.

Planning Policy

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) confirms that applications for advertisement consent can only be determined on the grounds of public safety and amenity (para. 3). This advertisement consent application can therefore only be considered on these grounds.

National planning policy comprises the National Planning Policy Framework [the Framework] which was updated on 20 December 2023 and the Planning Practice Guidance [PPG]. Section 12 of the Framework relates to creating well-designed places and paragraph 136 discusses the effect that advertisements can have on an area.

Paragraph 141 of the NPPF (2023) states *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient,*

and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

As appropriate the Framework and the PPG section applying to advertisements are referred to in the assessment below.

The Statutory Development Plan for Skegness comprises of the East Lindsey Local Plan Core Strategy (2018) and the Settlement Proposals DPD (2018). Policy SP10 'Design' is relevant to the application and seeks to support development which maintains and enhances the character of the District's towns, respects the local historic environment and does not cause unacceptable harm to residential amenity. This also aligns with the aims of Policy D1 of the Skegness Neighbourhood Plan. Policy D1 of the Skegness Neighbourhood Plan Area – Design in New Development sets out that all developments should be of a high quality design. In addition, Local Plan Core Strategy Policy SP22 'Transport and Accessibility' supports development which gives pedestrian and cycle movements priority and takes into account disabled users and parents/carers with buggies and young children.

Planning Assessment

A series of signage permissions associated with the former Pizza Hut use were granted in 2004/5 and more recently planning permission (ref. S/153/00655/18) was granted in 2018 for updated totem signs, roof-mounted signs and fascia signs associated with the former Pizza Hut use. This establishes the principle that internally illuminated advertisements were acceptable to accompany the restaurant premises on this site. Advertisements proposed as part of this application are of a comparable style to the commercial signage approved as part of the previous planning permission but have been updated to meet McDonald's commercial branding.

Visual Amenity

The size, design and materials of the proposed signage is considered to be appropriate to the site and its context and is in keeping with the existing signage. The site is located on a retail park and comprises a modern restaurant building at the front of the retail park adjacent to a main road. The proposed signs are largely replacements of those currently at the site and are of a similar size, height and design to those in situ. The proposed signage is of a similar size and scale to those at other units on the retail park and therefore, would not appear out of place in this location or detract from the appearance of the building or harm the character of the surrounding area.

As a result, the proposed signage will not have any visual amenity impact in relation to the character and appearance of the building or the setting of the site including adjacent properties. The proposed signage and levels of illumination are also not considered to have any amenity impacts. Therefore, the proposals are in accordance with the NPPF and East Lindsey Local Plan Core Strategy, as well as Skegness Neighbourhood Plan.

Highway and Public Safety

The proposed signs are simple in design and appropriate in this setting, largely replacing existing signage. They will be fixed to the building or set within the site so would not be obstructive or distracting.

The proposed totem, banner and fascia signs are in comparable locations and of comparable style to existing signage associated with the former Pizza Hut restaurant. It is considered that the siting, scale, and design of the proposed replacement signage would not have an adverse impact upon highway or public safety. Furthermore, the proposed illumination levels do not exceed 600 candela per square metre and therefore should not raise any highway safety concerns. Therefore, the proposals are not considered to have an impact upon highway or public safety and there are no conflicts with Local Plan Core Strategy Policies SP22 or the NPPF.

Conclusion

The proposed signage is appropriate in this location and largely replaces existing signage. As outlined above, the proposals are not considered harmful to visual or residential amenity or public safety, with the signage reflecting the existing signage, the setting of the site, and use of the building as a restaurant. The proposals comply with the referenced Local Plan and Neighbourhood Plan policies as well as the NPPF.

We trust that East Lindsey District Council has been provided with sufficient information to validate and positively determine the enclosed application. If you have any queries or require further clarification, please do not hesitate to contact me.

Yours sincerely



Lucy Sime
Senior Planner
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