

**LOCATION:** 2b LONDON ROAD, BAGSHOT, GU19 5HN  
**PROPOSAL:** Application for consent to display advertisements for the display of one internally illuminated fascia sign, one free standing sign and associated window adverts following removal of existing signage. (Amended plans rec'd 24/04/2018.)  
**TYPE:** Advert - (Illuminated)  
**APPLICANT:** Mr Ian Gosling  
MSG Life Ltd  
**OFFICER:** Duncan Carty

**This application would normally be determined under the Council's Scheme of Delegation, however, it is being reported to the Planning Applications Committee at the request of Councillor Valerie White on the grounds that local residents have expressed disappointment about the illuminated signage.**

## **1.0 SUMMARY**

- 1.1 This application relates to the provision of signage at a commercial building, recently approved as a gym, located at the edge of the settlement of Bagshot. The signage includes illuminated fascia and post signs with vinyl signage to windows. No objections are raised on amenity and public safety grounds and the application is recommended for approval.

## **2.0 SITE DESCRIPTION**

- 2.1 The application site relates to a childrens' play centre at the edge, but falling within the settlement, of Bagshot. The site lies on the east side of A30 London Road with the County Council depot to the south flank and the A322 slip road to the north flank and rear boundaries. The site lies opposite the Bagshot Park grounds. The site is some distance from residential properties, with the properties in Lory Ridge set about 100 metres from the application site, beyond the south flank.
- 2.2 The play centre building is positioned central to the plot, with the plot set at a lower level than the A30 London Road. The application site falls outside any Area of Special Advertisement Control.

## **3.0 RELEVANT PLANNING HISTORY**

- 3.1 SU/06/0114 - Change of use of warehouse to an indoor childrens' play centre together with associated car parking and landscaping and modifications to access.

*Approved in September 2006 and implemented.*

- 3.2 SU/18/0309 - Variations of conditions 2,3 and 8 of planning permission SU/16/0114 to allow the building to be used as a gym with a revised parking layout and provision; and the opening hours to the public restricted to between 06:00 and 23:00 hours.

*Approved in July 2018.*

- 3.3 SU/18/0412 - External alterations to existing building including the insertion of window in front elevation and ventilation grills with the provision of air conditioning plant.

*Currently under consideration.*

#### **4.0 THE PROPOSAL**

- 4.1 The current proposal relates to replacement signage for a new gym use (subject to consideration under application SU/18/0309). The signage includes:
- a replacement fascia sign to the front elevation;
  - a replacement free standing sign to the site frontage (in front of a front boundary fence and car parking area) close to site access; and
  - vinyl banding signage on windows in the front and north flank elevations.
- 4.2 The replacement fascia sign measures approximately 1.35 metres in height by 5.6 metres width and would be positioned up to 6.5 metres above ground level, when compared with the maximum height of about 6.8 metres for the existing building. The proposed free standing sign to the front would be 1.5 by 1.8 metres with a maximum height of 2.5 metres above ground level. Both signs would be stencil-cut with internally illuminated by LED modules with 200 Candelas per square metres. Other non-illuminated vinyl signage would be provided to windows on the existing building.
- 4.3 The proposed signage would replace non-illuminated signage provided for the former childrens' play centre use. This signage is unauthorised.

#### **5.0 CONSULTATION RESPONSES**

- |     |                           |  |
|-----|---------------------------|--|
| 5.1 | County Highway Authority  | No objections.   |
| 5.2 | Windlesham Parish Council | An objection is raised due to the opening hours indicated on the sign which are not yet approved<br>[Officer comment: This has now been corrected] |

#### **6.0 REPRESENTATION**

- 6.1 At the time of preparation of this report no representations in support or raising an objection have been received.

#### **7.0 PLANNING ISSUES**

- 7.1 The application has been considered against Policies DM9 and DM11 of the Surrey Heath Core Strategy and Development Management Policies 2012 and the National Planning Policy Framework 2018 (NPPF).
- 7.2 Paragraph 132 of the NPPF indicates that control over advertisements should be efficient, effective and simple. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### **7.3 Impact on amenity**

- 7.3.1 The proposed fascia sign to the building would replace an existing sign in this location which, noting the size of the building, would not over dominate or adversely affect the visual amenity of this building. The vinyl signage (to the windows) would not have any significant impact. The proposed free standing sign would be set forward and would be clearly visible in the streetscene. It is noted that the proposed sign would replace a similarly sized and positioned sign, but this existing sign does not have formal consent. The sign would be set back from landscaping to the adjoining site, and behind the Archaeological Centre building at 4 to 10 London Road beyond, so its impact is lessened, when viewed from the southerly direction. Noting the limited dimensions and height of this sign, it is considered that this sign would not have any significant impact on amenity.
- 7.3.2 As such, no objections are raised on amenity grounds with the proposal complying with Policy DM9 of the CSDMP and the NPPF.

### **7.4 Impact on public safety**

- 7.4.1 The existing building is set back and set-in from the public highway and the proposed signage to the building would not have any material impact on public safety. The proposed free standing sign would be located close to the front boundary of the site with the A30 London Road and close to the junction with the slip road from the A322. The County Highway Authority has considered this siting and confirms that this proposed sign will not obstruct vehicular visibility.
- 7.4.2 As such, no objections are raised on public safety grounds with the proposal complying with Policy DM11 of the CSDMP and the NPPF.

## **8.0 CONCLUSION**

- 8.1 The proposal would not have any adverse impact on amenity or public safety grounds. The application is recommended for approval.

## **9.0 ARTICLE 2(3) DEVELOPMENT MANAGEMENT PROCEDURE (AMENDMENT) ORDER 2012 WORKING IN A POSITIVE/PROACTIVE MANNER**

In assessing this application, officers have worked with the applicant in a positive, creative and proactive manner consistent with the requirements of Paragraphs 38-41 of the NPPF. This includes the following:-

- a) Provided or made available pre application advice to seek to resolve problems before the application was submitted and to foster the delivery of sustainable development.
- b) Provided feedback through the validation process including information on the website, to correct identified problems to ensure that the application was correct and could be registered.
- c) Have suggested/accepted/negotiated amendments to the scheme to resolve identified problems with the proposal and to seek to foster sustainable development.
- d) Have proactively communicated with the applicant through the process to advise progress, timescale or recommendation.

## RECOMMENDATION

GRANT consent subject to the following conditions:-

1. (a) Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.  
  
(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.  
  
(c) Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.  
  
(d) 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.  
  
(e) 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 (including any coastal waters) or aerodrome (civil or military).

Reason: To comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the National Planning Policy Framework.

2. At the expiration of this consent or at any other time thereafter as may be agreed by the Local Planning Authority the sign(s) the subject of the consent shall be removed to the satisfaction of the Local Planning Authority.

Reason: In the interest of the visual amenities of the area and to comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the National Planning Policy Framework.

3. The illumination of the advertisements hereby granted consent shall be by fixed and constant lights and not by lights which are, or appear to be intermittent, moving, flashing or vibrating.

Reason: In the interests of visual amenity and highway safety and to comply with the NPPF.