

## **URBAN DESIGN AND HERITAGE CONSULTEE RESPONSE**

**23/0571/ADV**

Application for Advertisement Consent for 3x fascia sign, 1x projecting sign, 4x vinyl, 1x frosting, 2x dibond.

Tesco Station Road Chobham Woking Surrey GU24 8AQ

### **Recommendations**

#### Policy

DM9, DM17

Chobham Village Conservation Area SPD 2001

The application site is situated in the Chobham Village Conservation Area, a designated heritage asset, protected by the Planning (Listed Buildings and Conservation Areas) Act 1990. The purpose of the Conservation Area designation is to help to retain the existing character and appearance and prevent unsympathetic alterations which would harm the area or its setting.

The scheme proposes internal illumination elements that will have a detrimental effect on, and fails to respect and enhance, the historic character of Chobham village.

The scheme also proposes large scale front and side window advertising vinyl posters on the front elevation and the east elevation that are considered visually dominant and unsuitable in this location, as they fail to respect and enhance the historic character of the Conservation Area.

Due to strong concerns from the public when permission for the planning permission was granted for the establishment of Tesco in Chobham initially, controls were implemented to ensure that the character of the Conservation Area was going to be retained, which still apply. This application is contrary to national legislation, national and local planning policy. Refusal recommended.

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Urban Design and Heritage Consultant

29<sup>th</sup> of June 2023