

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

The National Design Guide

NPPF §§194, 195, 197 (a), 197 (b), 199

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 retain the existing character and appearance long term and prevent unsympathetic alterations which would harm the area or its setting.

Having reviewed further amended plans, dated 1st August and 3rd August, previous heritage objections made on 29th of June 2023 have not been fully addressed. The omission of the blue box front fascia is however welcome.

The proposed scheme still contains two internally illuminated components, a large halo illuminated signage to the front, and a side-hung internally illuminated white/blue/red signage along Station Road, which both fail to respect and enhance the character and appearance of the Chobham Conservation. The current scheme is contrary to legislation, the NPPF as well as DM9, DM17 and the Conservation Area Appraisal SPD and should be refused. The recommendation for the most recent proposal is therefore to MAINTAIN OBJECTION. A different solution must therefore be sought.

The main signage to the front should be externally illuminated only, either by traditional, external swan neck lighting, alternatively externally illuminated by a discrete, contemporary external through light at the top of equal width as the signboard. The side-hung signage must also be externally illuminated only, and preferably designed in corporate dark brown colour, rather than white/blue/red, to integrate better with the historic environment.

The proposed large-scale front and side window advertising vinyl posters on the south and east elevations are considered acceptable on balance. There are no objections to the area of frosted glass on the eastern elevation from a design or heritage perspective.

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1 September 2023