

**LOCATION:** UNIT 1, 12-16 PARK STREET, CAMBERLEY, GU15 3PL & 191 LONDON ROAD, CAMBERLEY SURREY GU15 3EY  
**PROPOSAL:** Installation of 2 No. fascia signs and 1 No. projecting sign.  
**TYPE:** Advert - (Non-Illuminated)  
**APPLICANT:** Camberley Properties Ltd  
**OFFICER:** Duncan Carty

**This application would normally be determined under delegated powers, however, it is being reported to the Planning Applications Committee because it is linked to application SU/15/0156 being reported elsewhere on this Agenda.**

**RECOMMENDATION: GRANT subject to conditions**

### **1.0 SUMMARY**

- 1.1 The proposal relates to the installation of non-illuminated signage in connection with the change of use of the unit to an indoor golf leisure purpose (in place of the authorised restaurant/drinking establishment), and a shopfront for the proposed use. The application site falls within the secondary retail frontage within the retail centre.
- 1.2 The current proposal is considered to be acceptable in terms of its impact on amenity and public safety. As such the proposal is acceptable and the application is recommended for approval.

### **2.0 SITE DESCRIPTION**

- 2.1 The application site lies on the west side of Park Street, at the road junction with A30 London Road. The application property is a vacant unit under the four storey Premier Inn hotel, the corner unit which is at the end of the secondary retail parade within the retail centre. The unit is one of four units provided as a part of the hotel development which have remained vacant since built (in 2011). The RMA lies on the opposite side of London Road and the job centre lies on the opposite side of Park Street, with office building, 193-199 London Road at the rear. There is no on-site parking at the site. The unit has a floorspace of about 395 square metres.

### **3.0 RELEVANT PLANNING HISTORY**

- 3.1 SU/16/0156 Variation of Condition 3 of planning permission SU/10/0537 to allow the use of a vacant restaurant/drinking establishment unit for leisure purposes (Class D2) as an indoor golfing centre.

*This application is being reported elsewhere on this agenda.*

3.2 SU/16/0192 Installation of a shopfront.

*This application is being reported elsewhere on this agenda.*

#### **4.0 THE PROPOSAL**

4.1 The proposal relates to the installation of non-illuminated signage in connection with the proposed change of use to an indoor golf centre. The signage would include the installation of fascia signage and a projecting sign, to be positioned between the shopfronts for the unit.

4.2 The size of the projecting sign would be 500 mm<sup>2</sup> and be located on the Park Street elevation. The fascia sign on the London Road frontage would have a length of 1300 mm and width 500 mm; and, the fascia sign on Park Street would have a length of 800 mm and width 300 mm. The fascia/name signage would be green with the projecting sign green with black lettering.

#### **5.0 CONSULTATION RESPONSES**

5.1 County Highway Authority No objections.

#### **6.0 REPRESENTATIONS**

At the time of the preparation of this report, no representations had been received.

#### **7.0 PLANNING CONSIDERATIONS**

7.1 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 states that: *'...a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.'*

7.2 Paragraph 67 of the NPPF states:

*'Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.'*

7.3 The application site falls within the retail centre of Camberley. The current proposal is to be assessed against Policies CP11, DM9 and DM11 of the Surrey Heath Core Strategy and Development Management Policies 2012 (CSDMP), Policy TC11 of the Camberley Town Centre Area Action Plan 2014 (AAP) and the National Planning Policy Framework (NPPF). The main issues in the consideration of this application are therefore:

- Impact on amenity; and
- Impact on public safety.

#### **7.4 Impact on amenity**

7.4.1 The current proposal would provide relatively modestly scaled signage (with two fascia signs and one projecting sign only), when compared with the size of the unit and the building as a whole, which would be acceptable in this location. As such, no objections are raised on character grounds, with the proposal complying with Policy DM9 of the CSDMP and Policy TC2 of the AAP.

#### **7.5 Impact on public safety**

7.5.1 The proposal would have no discernible impact on public safety. The County Highway Authority has not raised any objections to the proposal. As such, the proposed development is considered to be acceptable on highway grounds, complying with Policies CP11 and DM11 of the CSDMP.

### **8.0 CONCLUSION**

8.1 The proposed development is considered to be acceptable in relation to its impact on amenity and public safety. As such, the proposal is considered to be acceptable and 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 and proactive manner consistent with the requirements of Paragraphs 186-187 of the NPPF. This included 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.

### **10.0 RECOMMENDATION**

GRANT 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.