

LOCATION: HIGHWAY VERGE WEST OF THE COTTAGE, CHURCH LANE, BISLEY, WOKING

PROPOSAL: Advertisement Consent to display a notice board to display Parish and Borough Council Agenda's and Notices. (Non illuminated).

TYPE: Advert - (Non-Illuminated)

APPLICANT: Mrs Jill Biden
Bisley Parish Council

OFFICER: Sadaf Malik

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 Cllr Mansfield.

RECOMMENDATION: GRANT subject to conditions

1.0 SUMMARY

- 1.1 The application seeks planning permission for an advertisement consent to display a notice board to display Parish and Borough Council agendas (non-illuminated). The report concludes that the proposed advertisement would not be harmful to the character of the area, residential amenities and the highway. The scale and purpose is appropriate and the chosen location is along a pedestrian node therefore this would make it visible to pedestrians and serve its purpose as an informative notice board. The application is therefore recommended for approval.

2.0 SITE DESCRIPTION

- 2.1 The application site is a highway verge grassed area at the junction of Guildford Road (A322) and in-between Church Lane, adjacent to the southeast corner of the mini-roundabout. The grassed area is in front of The Cottage. To the south of The Cottage is the Post Office/Sainsburys Local.

3.0 RELEVANT PLANNING HISTORY

- 3.1 None, relevant to the current proposal.

4.0 THE PROPOSAL

- 4.1 This application seeks advertisement consent to display a notice board for the display Parish and Borough council agendas and notices (non – illuminated). The advertisement would be located on a grass verge in front of The Cottage.

4.2 The non-illuminated sign would be a lockable two bay landscape post with a notice board which would have a height of 2.6m, a width of 1.6m and a depth of 0.052m. The height from ground base level would be 0.6m. The colour of the text would be gold and the background colour would be night blue. The text would have a maximum height of 0.05m. The lockable two bay landscape posts would be made of aluminium and the notice board would be made out of polycarbonate glazing.

4.3 Following the objections raised to the proposed locality, officers met with the applicant on site to discuss the reasons why the proposed location had been chosen and why other sites had been discounted. The applicant followed up this site visit with a written response, summarised below:

1) The previous location was considered. The view of the Parish Council was that it needed to be in the vicinity of the Sainsbury's Local and the Post Office but that the previous location was unsuitable and not safe for the noticeboard or for residents to view with vehicles parking and reversing into spaces and their bumpers or tailgates overhanging the verge. Moreover, the car park land is part managed by Sainsburys and designated highway and so there may be ownership issues to overcome and any changes to Sainsburys parking layout may need a planning application.

2) Locations on the opposite side of the Guildford Road were considered but discounted as the footfall at these locations was too small and therefore siting the noticeboard here would not benefit the residents that wanted to view what was on the noticeboard.

3) Locations near to the clock and war memorial on the Village Green were discounted for the same reasons as in 2 above.

4) The corner of the verge at the front of the car park turning the noticeboard through 45 degrees but discounted as there are a couple of utility posts at this location and there is still the possibility that parking/reversing vehicles with overhanging bumpers/tailgates could change the noticeboard

5) The location behind the cycle rack further back in the car park towards the post office was considered but discounted as there is insufficient room for access to read the noticeboard by residents with children in prams and buggies nor for residents in wheelchairs and, moreover it would block a signed fire exit.

6) Locations on the opposite side of the car park were also considered and discounted. Again there is no footpath and it is understood that there may be a number of utilities' boxes located here. The totem sign for the Sainsbury's Local, at the front of the car park on this side, is illuminated.

5.0 CONSULTATION RESPONSES

5.1 Surrey County Highway Authority No objection, subject to informative.

6.0 REPRESENTATION

6.1 At the time of writing this report three letters has been received which object to the proposal.

6.2 The objections are summarised below:

The impact on the character of the area.

The position of the sign does not have to be in a prominent location and could be relocated to the Sainsbury carpark with all other signage.

[Officers comment: Please see paragraph 4.1]

The sign would impact on the character of Clock House.

[Officers comment: Please see paragraph 7.3.5]

The neighbours are concerned about the obstruction caused to their drive access by pedestrians when viewing the notice board.

[Officers comment: Please see paragraph 7.4.2 and 7.5]

The congregations of people viewing the notice board will cause issues of privacy.

[Officers comment: Please see paragraph 7.4.2]

Impact on safety.

The position of the sign could cause obstruction by blocking views and could causes safety issues, as oncoming traffic and congregating pedestrians would cause a potential accident.

[Officer comment: Please see paragraph 7.4.2]

7.0 PLANNING CONSIDERATIONS

7.1 The proposal is considered against the National Planning Policy Framework (NPPF) para 67, Policies DM9 (Design Principles) and DM11 (Traffic management and Highway Safety) of the Surrey Heath Core Strategy and Development Management Policies 2012 (CSDMP) and they are relevant to the consideration of this planning application. Policy DM9 provides general design guidance and requires proposals to be mindful of their setting and context. Policy DM11 requires applications not to impact on the free flow of traffic or highway safety.

7.2 It is considered that the main issues to be addressed in assessing this application are:

- Impact on the character of the area;
- Impact on residential amenities; and,
- Impact on highway safety.

7.3 Impact on the character of the area.

7.3.1 Paragraph 67 of the National Planning Policy Framework advises that poorly placed advertisements can have a negative impact upon the character and appearance of the built and natural environment. This paragraph also advises that only those advertisements which will have an appreciable impact upon a building or their surroundings should be subject to the local planning authority's detailed assessment.

- 7.3.2 The National Planning Policy Framework promotes high quality standards with the objective to achieve sustainable development. Design Principles Policy DM9 of the CSDMP 2012 is reflective of the NPPF and seeks high quality design that respects and enhances the character of the area with consideration of scale, materials, massing, bulk and density.
- 7.3.4 The proposed notice board sign would be seen by any pedestrians and car users who turn on the mini roundabout and turn into Church Lane and Guildford Road. The 2.6m height of the notice board would be highly visible within the street scene thus effectively serving its purpose. However, the scale, proportions, design, materials and colours of the noticeboard and the posts are considered to be appropriate and would not dominate the appearance of the area or appear out of keeping.
- 7.3.5 Whilst the addition of a notice board to the street scene will add to the existing extensive street furniture in the locality, it is considered that this proposal would not result in visual clutter that would be harmful to the character of the area. Neither would the board conflict with the residential character of the neighbouring dwellings or the wider area being located 13m from the front elevation of Clock House and close by to the commercial premises of Sainsburys.
- 7.3.6 In light of the assessment above the proposal is considered to be acceptable and compliant with the aims and objectives of Policy DM9 of the CSDMP 2012 and the NPPF.

7.4 Impact on residential amenity

- 7.4.1 The NPPF sets out a good standard of amenity for all existing and future occupants of land and buildings. Policy DM9 ensures that any new proposals respect the amenities of the occupiers of the neighbouring properties and uses.
- 7.4.2 The nearest neighbour to the proposal would be Clock House. The proposal would have a 7.7m separation distance to the front boundary treatment of Clock House and a total 13m separation distance to the front elevation of Clock House. The size of the sign combined with the separation distances would ensure that the sign is not an obtrusive addition. It would not cause an adverse loss of outlook; have overbearing effects or conflict with views when residents drive in and out of their driveways. Residents express concerns over a potential loss of privacy due to people congregating to view the sign, however, given the distances away from the nearest properties and given that in practice this sign is unlikely to attract crowds of people there is considered to be no adverse loss of privacy to residents.
- 7.4.3 The proposed development is considered a sufficient distance from all other neighbouring properties as to not give rise to any harm. The proposal is therefore considered to be acceptable in terms of Policy DM9 and the NPPF.

7.5 Impact of the highway

- 7.5.1 Policy DM11 encourages the provision of safe and high quality design particularly when considering vehicle access, egress and layouts which considers the needs and accessibility of all highway users as well as cyclists and pedestrians.

7.5.2 The County Highway Authority has undertaken an assessment in terms of the likely net additional traffic generation, access arrangements and parking provision and is satisfied that the application would not have a material impact on the safety and operation of the adjoining public highway. The County Highway Authority therefore has no highway requirements and provides the following specific comments:

'It is not considered that the proposed position of the notice board will obstruct visibility onto the public highway for vehicles entering and leaving the Clock House. There is good visibility for vehicles using this access to see pedestrians standing at the notice board and equally good visibility for pedestrians to see a vehicle approaching and sufficient room for them to stand on the footways either side of the notice board should they need to allow a vehicle to pass. Vehicles using the access to the Clock House already have to cross a footway to gain access to Guildford Road and are therefore already very aware of their presence and will be travelling at a very slow speed. It is therefore considered by the Highway Authority that the positioning of the notice board will not have a detrimental impact on the public highway.'

7.5.3 Moreover, given the alternatives considered by the applicant and discounted (see paragraph 4.3 above) it is considered that due consideration has been given to highway impacts in seeking to find the best location. The proposed development would not conflict with the aims of Policy DM11 of the Surrey Heath Core Strategy and Development Management Policies 2012.

7.6 Other matters

7.6.1 The proposal is not CIL liable.

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

8.1 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 by providing feedback through the validation process including information on the website, correcting identified problems and ensuring the application was correct and could be registered.

9.0 CONCLUSION

9.1. The proposal is considered acceptable to the character of the area. The proposal is not considered to adversely impact on residential amenity. The proposal would not have any material impact on the safety and operation of the adjoining public highway. Accordingly the application is recommended for approval.

10.0 RECOMMENDATION

GRANT consent subject to the following conditions:-

1. This consent shall be limited to a five year period from the date of the permission, when the advertisement hereby permitted shall be removed and the land reinstated to its former condition to the reasonable satisfaction of the Local Planning Authority.

Reason: To accord with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. (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.

Informative(s)

1. Notwithstanding any permission granted under the Planning Acts, no signs, devices or other apparatus may be erected within the limits of the highway without the express approval of the Highway Authority. It is not the policy of the Highway Authority to approve the erection of signs or other devices of a non-statutory nature within the limits of the highway.