

LOCATION: OLD DEAN RECREATION GROUND, WIMBLEDON ROAD, CAMBERLEY

PROPOSAL: Application for consent to display a non-illuminated freestanding community notice board, measuring 1m x 1.06m, and displayed at a height of 1m above ground level.

TYPE: Advert - (Non-Illuminated)

APPLICANT: Mr L Thornton

OFFICER: David Islip

This application is being reported to Committee because the applicant is Surrey Heath Borough Council.

RECOMMENDATION: GRANT subject to conditions

1.0 SUMMARY

- 1.1 The application seeks Advertisement Consent for the display of a freestanding non illuminated community notice board. The sign would be situated on the eastern side of the Recreation Ground facing Bracknell Road at a point opposite its junction with Mitcham Road. The report concludes that the proposed advertisement would not be harmful to the character of the area, residential amenities or the highway. The scale and purpose is appropriate and the chosen location is adjacent to the footpath to Bracknell Road 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 Old Dean Recreation Ground is located in a predominantly residential area surrounded by properties in built along Wimbledon Road, Bracknell Road and Bracknell Close. The area is characterised by blocks of 4 storey flats and semi-detached houses.
- 2.2 The Recreation Ground comprised of two distinct areas; the western half comprises sports pitches and is open in character whilst the eastern part contains with a number of buildings including the Community Hall, Changing Pavilion and the Old Dean Bowling Club plus a hard surface car park and children's playgrounds. The proposed notice board would be erected on the eastern side of the toddlers playground, just inside the metal railing which run along the boundary of the play area with Bracknell Road.

3.0 RELEVANT PLANNING HISTORY

- 3.1 Advertisement Consent for the erection of a non-illuminated mounted notice board to a maximum height of 2.1m above ground level (12/0310).
Consent Granted 01/08/12

4.0 THE PROPOSAL

- 4.1 The proposed advertisement comprises a noticeboard for the display of community information and details of events for local residents. The noticeboard would have a blue metal frame with overall dimensions of 2.06m high by 1.06m wide. The glazed area of the display case would be 0.84m square with the underside of the sign fitted 1m above ground level. The notice board would be freestanding and non-illuminated. It would be used for the display of community notices.
- 4.2 Under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 local authorities have deemed consent (i.e. not requiring an application) for signage within its administrative area, subject to certain criteria. In this case Advertisement Consent is only required because the size of the proposal exceeds 1.55 square metres.

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 no representations have been received.

7.0 PLANNING CONSIDERATIONS

- 7.1 The application is considered against the principles of policies DM9 (Design Principles) and DM11 (Traffic Management and Highway Safety) of the Surrey Heath Core Strategy and Development Management Policies 2012 (CSDMP), along with the guidance given in the National Planning Policy Framework (NPPF).
- 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.
- 7.3.3 The proposed sign is designed to serve the purpose of an informative noticeboard for members of the public and the local community and would be sited in a position where it would be visible to pedestrians and car users travelling along Bracknell Road and from its junction with Mitcham Road. The scale, proportions, design, materials and colours of the noticeboard are considered to be appropriate to its location and although it would be sited adjacent to a light column and a street name sign it is not considered that it would result in street clutter along this otherwise open stretch of the road. Given the modest size of the proposed noticeboard it is not considered that it would have a significant impact in the street scene or have a negative impact on the character of the area. No objection is raised on these grounds.
- 7.3.4 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 neighbours to the proposal would be the semi-detached houses on the southeast side of the junction of Bracknell Road and Mitcham Road and the flats on the north east side of the junction. Both are sited on the opposite side of the road to the proposed notice board. The flats are built at an angle to the road looking towards the site of the sign. There is an area of grass and hardstanding, used for parking, in front of them. They would be more than 35m from the sign and given the size of the sign and the separation distance it is not considered that it would have a significant impact on these flats which overlook the park. The corner of the nearest semi-detached houses would be approx. 25m from the sign. However, these houses are not directly opposite the site of the proposed noticeboard which would not be clearly visible in their outlook. Consequently, it is unlikely that any significant overlooking/loss of privacy or direct views into the windows of these properties would occur from people viewing the noticeboard or gathering around it.

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 are 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.

7.5.3 It is therefore envisaged that 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 in terms of amenity and public safety taking in to account the cumulative impact of the development. The proposal is not considered to impact on the visual of the local area or the residential amenity of neighbouring properties. The proposal would not have any material impact on the safety and operation of the adjoining public highway. Accordingly it is recommended the application be approved.

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.

2. The proposed development shall be built in accordance with the following approved plans: Unnumbered location plan, site plan and elevations and dimensions plan(all received 26th May 2016) , unless the prior written approval has been obtained from the Local Planning Authority.

Reason: For the avoidance of doubt and in the interest of proper planning and as advised in ID.17a of the Planning Practice Guidance.