

LOCATION:	129A London Road, Camberley, Surrey, GU15 3JY
PROPOSAL:	Advertisement consent for the erection of hoarding to support advertisement.
TYPE:	Advert
APPLICANT:	Miss Alice Theobald
OFFICER:	Iain Williams

The application has been reported to the Planning Applications Committee as the applicant is the Council and the Council has an interest in the land.

RECOMMENDATION: GRANT subject to conditions

1.0 SUMMARY

- 1.1 The application seeks retrospective advertisement consent for the erection of a hoarding to support signage advertising Camberley Town Centre. The site falls within Camberley Town Centre.
- 1.2 The hoarding replaces a previous hoarding which had come to the end of its useable life and is required to provide protection to pedestrians from the derelict and vacant buildings 129 to 139 London Road. The previous hoarding advertised Camberley Town Centre in a similar way to the hoarding subject of this application.
- 1.3 Given that materiality of the previous advertisement consents and the benefits in terms of health and safety the hoarding provides, it is considered that the hoarding would not result in any harm to the amenity of the site or surrounding area and would not result in a detrimental impact to public safety.
- 1.4 It is therefore recommended to grant advertisement consent subject to conditions.

2.0 SITE DESCRIPTION

- 2.1 The application site is 129 to 139 London Road and comprises a number of properties which forms part of a wider two-storey terrace to the south side of London Road, Camberley. The terrace has a dual pitched roof, and has commercial units at ground floor level with what appears to be residential accommodation at first floor level, however it appears the application site has been vacant and derelict for a number of years.
- 2.2 The site is located within Camberley Town Centre and forms part of the Primary Shopping Area as well as being designated within the Camberley Town Centre Area Action Plan as the London Road Block Opportunity Area and a Secondary Shopping Frontage.
- 2.3 To the north of the site is the Royal Military Academy Conservation Area, otherwise the surrounding area has a mixed character of commercial and residential uses.

3.0 RELEVANT HISTORY

- 3.1 The application site has a number of older planning permissions and advertisement consent applications. Below are the most recent and relevant to the application under consideration.
- 3.2 02/0536 - Display of non-illuminated advertisement hoarding to the front of units – Granted 8 August 2002
- 3.3 10/0405 - Erection of a replacement advertising hoarding following removal of existing – Granted 26 July 2010

4.0 THE PROPOSAL

- 4.1 The application seeks retrospective advertisement consent for the erection of hoarding and the display of adverts relating to Camberley Town Centre.
- 4.2 The hoarding that supports the advertisement measures approximately 4.8 metres in height and 39.5 metres in width and projects from the front elevation of the buildings by approximately 0.2 metres.
- 4.3 The non-illuminated advert advertises Camberley with a central slogan stating “*Camberley A place for everyone*” in grey and yellow writing with the multi-coloured logos of various stakeholders, institutions and attractions located within Camberley town centre. The writing is centrally located and with the logo’s either side of the writing across its whole width. The background of the advert is white with mock brickwork outlined in grey and flowers and butterflies of various colours sporadically located across the advert.

5.0 CONSULTATION RESPONSES

- 5.1 County Highways Authority No comments received at the time of writing.

6.0 REPRESENTATION

- 6.1 A total of 10 Neighbour notification letters were sent to the adjoining properties on the 9th December 2022.
- 6.2 At the time of preparation of this report no letters of representation have been received.

7.0 PLANNING CONSIDERATION

- 7.1 The application site is located within the Camberley Town Centre, as set out in the proposals map included in the Core Strategy and Development Management Policies Document 2012 (CSDMP). For this proposed development, consideration is given to policies DM9, DM11 and DM17 of the CSDMP, The Camberley Town Centre Area Action Plan (CTCAAP), The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).
- 7.2 Article 3(1) of Part 1 of the Town and Country (Control of Advertisements) (England) Regulations 2007 require Local Planning Authorities to consider the impact of advertisements in respect to amenity and public safety, taking into account the provisions of the development plan and other relevant factors. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety include, the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air

or whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. There is no statutory definition of amenity but the PPG states this *'is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement'*

7.3 Therefore, the material issues to consider with the application are:

- Amenity (including residential and visual amenity); and,
- Public Safety (including highway and pedestrian safety)

7.4 Amenity

7.4.1 Paragraph 136 of the NPPF states that *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

7.4.2 Policy DM9 of the CSDMP requires development proposals to be of a high quality design layout, respecting the location context and character and ensuring that new development does not result in detrimental impacts on the amenity of existing and future occupiers of development. Policy TC1 of the Camberley Town Centre Action Plan echoes aims and objectives of Policy DM9 of the CSDMP.

7.4.3 Policy DM17 of the CSDMP requires consideration to be had to the setting of heritage assets including Conservation Areas and seek to promote the conservation and enhancement of the asset and its setting.

7.4.4 The advertisement and hoarding replaces a previous hoarding which was granted advertisement consent under application 10/0405. It would appear from the planning history that some form of hoarding and adverts have been in situ since 2002 and has previously advertised Camberley and various stakeholders with an interest within the town centre. The purpose of the hoarding is to protect the public from the building.

7.4.5 Given the untidy and derelict nature of the existing building, the hoarding and the advert help improve and enhance the character of the area, until the site comes forward for redevelopment. The advert and hoarding improves the visual amenity of the area, and being non-illuminated, does not result in harm to the visual amenity of the site or surrounding area to the detriment of its character.

7.4.6 The hoarding only shields the front elevation of the derelict properties and projects a minimal amount from the front elevation of the properties. Given the minor nature of the projection from the front elevation of the properties and the lack of illumination, the hoarding and advertisement does not result in harm to the amenity of neighbouring residential occupiers.

7.4.7 The hoarding subject of this application replaces a previous hoarding which also advertised Camberley Town Centre. As mentioned above the hoarding and advert improves the appearance of the derelict property's front elevation. Whilst in close proximity to the Royal Academy Conservation Area, the proposal improves the appearance of the site and therefore is considered to improve and enhance the setting of the conservation area and does not result in harm to the conservation areas significance or its setting.

7.4.8 For the reasons given above the hoarding and advert results in no harm to the amenity of the surrounding area, neighbouring occupiers or the setting or significance of the Royal Academy Conservation Area and are in accordance with Policies DM9 and DM17 of the CSDMP, Policy TC1 of the CTCAAP and paragraph 136 of the NPPF.

7.5 Public Safety

- 7.5.1 Paragraph 136 of the NPPF and the Advertisement Regulation 2007 require consideration of public safety. The site fronts the A30 and therefore the County Highways Authority has been consulted on the application. Policy DM11 of the CSDMP requires new development not to result in a detrimental impact on the safe and efficient operation of the highway network. This is echoed by Policy TC1 of the CTCAAP.
- 7.5.2 No comments have been received from the County Highways Authority in respect to pedestrian and other highway users, and the hoarding and advert is erected to protect pedestrians from the derelict buildings. Considering the minimal projection of the hoarding on to the footway, the lack of illumination of the advertisement and that the site has previously had advertisement consent granted for hoarding, it is considered that the hoarding which has already been installed retrospectively does not result in an unsafe environment for pedestrians and other highway users and are acceptable in respect to public safety.

8.0 POSITIVE/PROACTIVE WORKING AND PUBLIC SECTOR EQUALITY DUTY

- 8.1 In assessing this application, officers have worked with the applicant in a positive, creative and proactive manner consistent with the requirements of paragraphs 38-41 of the NPPF. This included 1 or more of 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.
 - c) Have proactively communicated with the applicant through the process to advise progress, timescale or recommendation.
- 8.2 Under the Equalities Act 2010 the Council must have due regard to the need to eliminate discrimination, harassment, or victimisation of persons by reason of age, disability, pregnancy, race, religion, sex, and sexual orientation. This planning application has been processed and assessed with due regard to the Public Sector Equality Duty. The proposal is not considered to conflict with this duty.

9.0 CONCLUSION

- 9.1 The hoarding and adverts enhance and improve the appearance of the site and do not result in harm to the amenity of the surrounding area or neighbouring occupiers amenity and do not result in harm to the setting of the Royal Academy Conservation Area. The advert application does not result in unsafe highway conditions to the detriment of the safe and efficient operation of the public highways network. Therefore, the application complies with Policies DM9, DM11 and DM17 of the CSDMP, Policy TC1 of the CTCAAP and NPPF.

10.0 RECOMMENDATION

GRANT 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. The proposed development shall be built in accordance with the following approved plans:

Site Location Plan, Block Plan, drawings titled 'Site', 'Elevations', received on 10 November 2022.

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.

3. (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.

4. The advertisements hereby approved shall not be illuminated either externally or internally.

Reason: To ensure that the visual amenity of the area is protected in accordance with policy DM9 of the Core Strategy and Development Management Policies DPD.