

LOCATION: 30 CHERTSEY ROAD, CHOBHAM, WOKING, GU24 8PQ
PROPOSAL: Advertisement Consent to display advertisement surround to ATM proposed by planning application SU/2016/0915.
(Additional info recv'd 26/10/16)
TYPE: Advert - (Non-Illuminated)
APPLICANT: Mrs Dadswell
Bank of Ireland
OFFICER: Michelle Fielder

This application would normally be determined under the Council's Scheme of Delegation; However, it has been reported to the Planning Applications Committee at the request of Cllr Tedder.

RECOMMENDATION: GRANT subject to conditions

1.0 SUMMARY

- 1.1 This application seeks advertisement consent for signage associated with the ATM proposed in application 16/0915, reported elsewhere on this agenda. This reports notes the very limited grounds upon which an objection can be raised to an advertisement application and concludes that none of these are present in the case. The report therefore concludes that advertisement consent should be granted.

2.0 SITE DESCRIPTION

- 2.1 The application property is the most westerly of a parade of retail units constructed in the 1960's. The units have retail uses at ground floor and residential above. The unit to which this application relates has been extended to the side and rear; however the building is predominately two storey and constructed of brick with tile hanging at first floor. The premises were, at the time of the officer's visit, in use as a Spar, however, it is understood the ATM proposed is to facilitate the post office use of the unit.
- 2.2 To the front of the parade is a slip road historically called Watts Farm Parade but now noted as being part of the adopted highway and part of Chertsey Road. At the time of the officer's site visit this circa 6m wide access had parking on both sides and could only be accessed in single file. The area was very congested.

3.0 RELEVANT HISTORY

- 3.1 Planning permission for the parade of shops within which this unit sits was granted in 1960. This specific unit was altered in 1980 and has been extended in 1989 and again in 1992.

4.0 THE PROPOSAL

- 4.1 This application is related to and linked with application 16/0915 which seeks planning permission for the installation of an ATM in the shop front. The ATM would be installed in the most westerly window pane on the shop frontage. The base of the ATM would be 0.6m above the ground level and would stand 1.1m high (standing 1.7m high overall). This would have a 0.2m – 0.7m surround which is the subject of this advertisement consent.
- 4.2 The submitted forms and plans for this application refer to the surround as a collar and states this aids installation and weather proofing go the ATM. The collar will have the text 'fresh cash withdrawals and balance enquiries', and 'post office' scribed on it. The background will be red, the text white. The collar is reflective but not illuminated.

5.0 CONSULTATION RESPONSES

- 5.1 Surrey County Council Highway Authority No comment.
- 5.2 Chobham Parish Council Objection :
- External ATM likely to create out of hours disturbance in residential area (DM9).
- Highway safety concern due to parking demand exacerbating existing traffic problems in this location and potential target for ram raid attack (DM11).
- Internal ATM option preferred.

6.0 REPRESENTATION

- 6.1 At the time of preparation of this report no representations have been received.

7.0 PLANNING CONSIDERATION

- 7.1 The application site forms part of a local centre as defined by Policies CP9 and DM12 of the Surrey Heath Core Strategy and Development Management Policies 2012. The application site is also within the washed over Green Belt Settlement of Chobham and as such, and in light of the nature of the proposal Policies DM9 (amenity and character) and DM11 (highway impact) are material considerations. Highly relevant to this application is the advice at para 67 of the NPPF which 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.

7.2 The main considerations in this application are therefore:

- Design and impact on the character of the surrounding area;
- Impact on residential amenity; and,
- Impact on highway safety and parking capacity.

7.3 Design and impact on the character of the surrounding area

7.4.1 The NPPF requires good design as one of the ways of delivering sustainable development. Policy CP2 (iv) of the CSDMP requires new development to respect and enhance the quality of the urban environments; DM9 (Design Principles) of the CSDMP continues to promote high quality design that respects and enhances the local environment.

7.4.2 The proposal would result in a minor change to the shop front and the existing internal film to the glazed window unit would be removed to make way for the ATM and the collar to which this application pertains. The proposed advertisement is very minor in nature and is not illuminated, further reducing its impact. It is considered the modern materials and their reflective nature would sit well on the shop front and would not undermine its retail character or form. The proposal would not conflict with any of the design and character considerations set out above. It is therefore considered no objection should be raised.

7.5 Impact on residential amenity

7.5.1 The area is predominately residential in character save for this small parade of retail units and adjacent car sales unit. The closest residential properties to the proposed siting would be flats situated above this parade of shops. Given the lack illumination and very modest nature of the proposed signage it is considered there will be no amenity impact arising from the proposed advertisement. Therefore the proposal is considered to be acceptable in respect of Policy DM9.

7.6 Impact on highway safety and parking capacity

7.6.1 Paragraph 32 of the NPPF states that planning decisions should take account of whether safe and suitable access to the site can be achieved for all people. Policy DM11 states that development which would adversely impact the safe and efficient flow of traffic movement on the highway network will not be permitted unless it can be demonstrated that measures to reduce such impacts to acceptable levels can be implemented.

Policy CP2 states that development should be sustainable and have easy access to a range of high quality services and Policy CP11 states that new development that will generate a high number of trips will be directed towards previously developed land in sustainable locations and that all new development should be appropriately located in relation to public transport and the highway network and comply with the Council's car parking standards.

- 7.6.2 The signage would not overhang any public highway and its small size and very nature would mean that it is not likely to cause any distraction to passing pedestrians, cyclists or drivers. No objection is therefore raised on highway grounds.

7.7 Other Matters

- 7.7.1 The proposal has no CIL, SANG or SAMM liability.

8.0 CONCLUSION

- 8.1 The proposed advertisement is considered to be very minor in nature and would not be harmful to any material consideration. It is therefore recommended that advertisement consent should be granted.

9.0 RECOMMENDATION

GRANT consent 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. 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.