

12 JANUARY 2021 PLANNING COMMITTEE

6D PLAN/2020/1014

WARD: MH

LOCATION: Evans Triangle, Guildford Road, Woking, Surrey, GU22 7PX

PROPOSAL: Advertisement Consent to display non-illuminated advertisements on site hoarding.

APPLICANT: Mrs Louisa Calam

OFFICER: David Raper

REASON FOR REFERRAL TO COMMITTEE:

The application is referred to Committee as the applicant is Woking Borough Council.

SUMMARY OF PROPOSED DEVELOPMENT

The proposal seeks Advertisement Consent to display non-illuminated advertisements on site hoarding.

PLANNING STATUS

- Urban Area
- Woking Town Centre
- Shopping Parade
- Locally Listed Building
- Major Highway Improvement Scheme
- Thames Basin Heaths SPA ZoneB (400m-5km)

RECOMMENDATION

GRANT Advertisement Consent.

SITE DESCRIPTION

The proposal site comprises part of a triangular shaped piece of land in Woking Town Centre which includes No.1-11 Guildford Road and RSP House on Victoria Road. The site is bounded by Guildford Road to the west and Victoria Road to the north. The site forms part of an intended highways improvement project and Prior Approval has been deemed to be not required for the demolition of the buildings on the site.

RELEVANT PLANNING HISTORY

- PLAN/2020/1020 - Erection of hoarding to enclose site – Not yet determined
- PLAN/2020/1017 - Prior Approval for the demolition of No's 1-11 Guildford Road and RSP House, Victoria Road – Prior Approval not required 09/12/2020
- PLAN/2020/0681 - Erection of hoarding to enclose site – Permitted 09.09.2020
- PLAN/2020/0543 - Advertisement Consent to display non-illuminated advertisements on site hoarding – Permitted 09.09.2020

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- PLAN/2020/0402 - Prior Approval for the demolition of Lynton House – Prior Approval not required 04/06/2020
- PLAN/2020/0178 - Prior Approval for the demolition of Southern House and Jubilee House – Prior Approval not required 18/03/2020

CONSULTATIONS

- **County Highway Authority:** No objection.

REPRESENTATIONS

None received.

RELEVANT PLANNING POLICIES

National Planning Policy Framework (NPPF) (2019):

Section 12 - Achieving well-designed places

Section 16 - Conserving and enhancing the historic environment

Woking Borough Core Strategy (2012):

CS2 - Woking Town Centre

CS18 - Transport and Accessibility

CS20 - Heritage and Conservation

CS21 - Design

Woking Development Management Policies DPD (2016):

DM18 - Advertising and Signs

DM20 - Heritage Assets and their Settings

Supplementary Planning Documents:

Woking Design (2015)

Outlook, Amenity, Privacy and Daylight (2008)

PLANNING ISSUES

1. The proposal is for Advertisement Consent and as such, the only issues for consideration are the potential impacts on amenity and public safety in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations (2007) (as amended).

Impact on Visual Amenity:

2. Policy DM18 'Advertising and Signs' of the Development Management Policies DPD (2016) states that "*proposals for outdoor advertising will be considered having regard to its effect on the: (i) appearance of the building or on the visual amenity in the immediate neighbourhood where it is displayed; and (ii) safe use and operation of any form of traffic or transport on land (such as pedestrians), on or over water, or in the air*" whilst Section 12 of the National Planning Policy Framework (2019) states that "*the quality and character of places can suffer when advertisements are poorly sited and designed*".
3. The proposal relates to advertisements in the form of non-illuminated graphics to be applied to site hoarding surrounding the site. The application is accompanied by

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example graphics of what is to be displayed which includes “WeAreWoking” branding with white text against a predominately black background with elements of colour. The advertisements would add colour and interest to otherwise blank site hoarding in a prominent town centre location. The adverts are considered consistent with the mixed character of the surrounding area and are considered visually acceptable. The adverts would be located in the vicinity of No.1-11 Guildford Road which is a Locally Listed building, however in the context of the intended demolition of this building and the points discussed above, the proposed adverts are considered to have an acceptable impact on visual amenity.

4. The proposed advertisements are therefore considered to have an acceptable impact on the visual amenities of the area.

Impact on Neighbouring Amenity:

5. There are no residential neighbours in close proximity to the proposed advertisements which would be unduly impacted upon by the proposal and no illumination is proposed. The proposal is therefore considered to have an acceptable impact on neighbouring amenity.

Impact on Public Safety:

6. The advertisements would be non-illuminated and would be viewed in the context of the variety of other advertisements in the area. The County Highway Authority raises no objection on highway safety grounds. The proposal is therefore considered to have an acceptable impact on public safety.

CONCLUSION

7. The advertisements are considered to have an acceptable impact on visual and neighbouring amenity and on public safety. The proposal therefore accords with Woking Core Strategy (2012) policies CS18, CS20 and CS21, Woking DMP DPD (2016) policy DM18, the Woking Design SPD (2015) and the NPPF (2019) and is recommended for approval.

BACKGROUND PAPERS

1. Site visit photographs
2. Consultation responses
3. General Site Notice

RECOMMENDATION

Grant Advertisement Consent subject to the following conditions:

01. This consent shall be limited to a five year period from the date of the permission.

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

02. Any advertisement 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.

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Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Where any advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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.

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 Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 and Policies CS21 and CS24 of the Woking Core Strategy 2012

03. The development hereby permitted shall be carried out in accordance with the approved plans numbered:

Unnumbered plan named 'Hoarding line phase One' showing a Location Plan received by the LPA on 17/11/2020

Unnumbered plan named 'Hoarding line phase Two' showing a Block Plan received by the LPA on 17/11/2020

Drawing numbered 04112020 named 'Guildford Road Hoarding plan Phase 02' showing proposed elevations received by the LPA on 12/11/2020

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives

01. The Council confirms that in assessing this planning application it has worked with the applicant in a positive and proactive way, in line with the requirements of the National Planning Policy Framework (2019).
02. The permission hereby granted shall not be construed as authority to carry out any works on the highway. The applicant is advised that prior approval must be obtained from the Highway Authority before any works are carried out on any footway, footpath, carriageway, or verge to form a vehicle crossover to install dropped kerbs.
03. 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.