

## 28 SEPTEMBER 2021 PLANNING COMMITTEE

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PLAN/2021/0921

WARD: Canalside

**LOCATION:** Bishop David Brown School, 247 Albert Drive, Sheerwater

**PROPOSAL:** Display of two non-illuminated external adverts comprising of 1 x pole sign and 1 x totem sign.

**APPLICANT:** Woking Borough Council

**OFFICER:** Joanne Hollingdale

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### **REASON FOR REFERRAL TO COMMITTEE:**

The application has been submitted by Woking Borough Council and therefore falls outside the Scheme of Delegation.

### **SUMMARY OF PROPOSED DEVELOPMENT**

The proposal seeks Advertisement Consent for the display of two non-illuminated external adverts comprising of 1 x pole sign and 1 x totem sign.

### **PLANNING STATUS**

- Urban Area
- Priority Places

### **RECOMMENDATION**

**GRANT** advertisement consent subject to conditions.

### **SITE DESCRIPTION**

This application relates to the front car park area of the Bishop David Brown School which will also serve as the access and car parking area for the new leisure centre and sports pitches which have been constructed on the site in connection with the Sheerwater Regeneration. The sports pitches and leisure centre are complete and the extended/altered car park is nearing completion.

### **RELEVANT PLANNING HISTORY**

The most relevant planning history for this application is as follows:

**PLAN/2018/0374** - Section 73 application to remove Condition 26 (bund), to vary Condition 4 (approved plans insofar as they relate to the Leisure Centre and sports pitches), Condition 23 (phase 1b playing fields timeline), to submit details to satisfy Condition 21 (on/off-site drainage works), Condition 27 (drainage details for phase 1a(i)), Condition 28 (drainage details for phase 1a(ii)), Condition 29 (drainage details for phase 1a(iii)), Condition 30 (drainage details for phase 1b), Condition 52 (external materials for Leisure Centre), Condition 53 (details of finished floor levels for Leisure Centre), Condition 54 (sustainability - substitution of combined heat and power plant with a ground source heat pump) and amendments to wording of Condition 36 (phase 1c details of front boundary enclosures), Condition 38 (phase 1c biodiversity enhancement measures), Condition 43 (phase 1c external materials), Condition 45 (phase 1c details of bin storage areas), Condition 46 (phase 1c details of photovoltaic panels), Condition 47 (phase 1c sustainability measures), Condition 49 (protection of residential properties from noise), Condition 51 (phase 1c details of play area/trim trail delivery) to alter the timing for the submission of details for approval, of planning permission PLAN/2015/1260 for the redevelopment of

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the Sheerwater Estate. Permitted 18.04.2019 subject to a S106 Legal Agreement and Executive Obligations.

### **PROPOSED DEVELOPMENT**

The application seeks advertisement consent for the display of two non-illuminated external adverts comprising of 1 x pole sign and 1 x totem sign.

The pole sign would have an overall height of 4 metres and would comprise 3no. panels. The top panel would have a height of 1 metre, with the central and lower panel each having a height of 500mm. These panels would be sited on poles which would be raised 2 metres above the ground so the sign would be visible above the existing hedge on the site. The width of the sign would be 2.8 metres. The top panel would have the leisure centre name and information, the central panel would state 'Home of Sheerwater F.C.' with the logo and the lower panel would have details of the next home game. The sign would be coloured grey, white and blue. This sign would be located adjacent to the front boundary of the site on the left hand side of the vehicular access into the site.

The totem sign would measure 2 metres in height by 800mm in width and would be a directional sign directing patrons to the entrance of the leisure centre. The sign would be grey and white in colour and would include the Council's logo, the leisure centre operator names and the website address for the leisure centre. This sign would be positioned inside the vehicular access into the site to direct patrons.

### **CONSULTATIONS**

**SCC 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.

### **REPRESENTATIONS**

None received.

### **RELEVANT PLANNING POLICIES**

National Planning Policy Framework (2021)

Woking Core Strategy (2012):

- CS5 - Woking Town Centre
- CS21 - Design
- CS24 - Woking's landscape and townscape
- CS25 - Presumption in favour of sustainable development

Development Management Policies DPD (2016):

- DM18 - Advertising and signs

### **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).

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### Impact on Visual Amenity

2. Policy DM18 Advertising and Signs of the DM 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*”. Supporting note 6.11 of Policy DM18 states that the Council accepts that outdoor advertising, including signs, is essential to the commercial activity of the diverse economy of the area, in particular, of the main centres. However, it believes that displays should make a positive contribution to the appearance, vitality and attractiveness of the area.
3. The proposed signage relates well to the new leisure centre and sports pitches on the site and the signage colours and appearance reflect those used elsewhere in the Borough e.g. the signage at the Sportsbox. The signs are modest in their size with the totem sign being 2 metres high and whilst the pole sign would be a maximum of 4 metres high, this is so that it can be viewed above the existing hedge. This sign is not considered to be excessively high and would reflect the existing sign announcing the school on the opposite side of the vehicular access which is also of a similar height so that it can be viewed above the existing hedge.
4. When viewed from outside the site, the totem sign would be viewed in the middle distance within the site against the backdrop of the school buildings and the pole sign along the frontage would reflect the school sign. In addition as the access into the site is off a roundabout there is a variety of street furniture in the wider locality and it is not considered that the proposed signage would detract from the character or appearance of the site and wider locality.
5. The proposals are considered to comply with Policy DM18 of the DM Policies DPD (2016).

### Impact on Neighbouring Amenity

6. Whilst there are residential properties within the wider locality, both signs would be non-illuminated. Both signs would be positioned some distance from the nearest residential properties and given the modest nature of the proposal no adverse impact to residential amenity is considered to result.

### Impact upon public safety

7. The proposed signage would not be illuminated and would be positioned so that it would not obstruct the visibility splays of users of the adjacent public highway. The proposal is considered to contribute to a safe and accessible environment. The County Highway Authority has raised no objection to the proposed signage.

## **CONCLUSION**

8. The proposed advertisements are considered to have an acceptable impact on amenity and public safety. The proposal therefore accords with Policy CS21 of the Woking Core Strategy (2012), Policy DM18 of the DM Policies DPD (2016) and the NPPF and is recommended for approval. In considering this application the Council has given regard to the provisions of the development plan, so far as material to the application and to any other material considerations.

**BACKGROUND PAPERS**

1. Planning file – PLAN/2021/0921

**RECOMMENDATION**

**PERMIT** 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. The development hereby permitted shall be carried out in accordance with the approved plans and photographs listed below:

Exterior Signage Location (drawing no. P4235-02\_8014 Rev C2) received on 10.08.21  
Exterior Signage Eastwood details received on 10.08.21

Reason: For the avoidance of doubt and to ensure that the development is completed in accordance with the approved plans.

03. 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.

Reason: To comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

04. No advertisement shall be sited or displayed so as to -

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

05. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

06. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

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07. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

### **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.