

## 10 APRIL 2018 PLANNING COMMITTEE

5d 18/0207 Reg'd: 27.02.18 Expires: 24.04.18 Ward: HE  
Nei. 22.03.18 BVPI 22 (advert) Number of 6/8 On Y  
Con. Target: Weeks on Target?  
Exp: Cttee' Day:

**LOCATION:** Land between Railway and Egley Road, Woking, Surrey, GU22 0NH

**PROPOSAL:** Advertisement consent for 9no. signs comprising 3no. halo illuminated fixed wall lettering signs (signs 2, 3 and 3b) and 6no. free standing double sided non-illuminated signs (signs 1 (X2), 4, 5, 6 and 7)

**TYPE:** Advertisement

**APPLICANT:** Woking Borough Council

**OFFICER:** Joanne  
Hollingdale

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

The applicant is Woking Borough Council and as such the application falls outside the Scheme of Delegation.

### **SUMMARY OF PROPOSED DEVELOPMENT**

This application seeks advertisement consent for 9no. signs comprising 3no. halo illuminated fixed wall lettering signs (signs 2, 3 and 3b) and 6no. free standing double sided non-illuminated signs (signs 1 (X2), 4, 5, 6 and 7).

### **PLANNING STATUS**

- Green Belt
- Thames Basin Heaths SPA
- Flood Zone 1
- Hook Heath Escarpment of Landscape Importance
- Tree Preservation Order

### **RECOMMENDATION**

**GRANT** advertisement consent subject to conditions.

### **SITE DESCRIPTION**

This application relates to the Hoe Valley School site where a new secondary school and leisure facilities are under construction but nearing completion. The whole site extends to some 11 hectares and comprises a secondary school and community leisure building, athletics track, grass pitches, artificial grass pitches and multi-use games areas. Access into the site is off Egley Road with a car park being provided to the front of the school and community leisure building.

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### PLANNING HISTORY

The most recent planning history for the site is as follows:

PLAN/2015/0703 - Demolition of existing barn and erection of replacement barn (including temporary provision of three storage containers); engineering works to alter site levels; formation of new access to Egley Road and improvement of existing field access to provide emergency vehicle access; erection of three storey building for use as school and leisure centre; formation of 8-lane athletics track; formation of 2 x grass football pitches, 3 x 5-aside football pitches and 2 x multi-use games areas (MUGAs); formation of car park including bus / coach drop-off area; erection of sports amenity lighting; hard and soft landscaping and ancillary works including ancillary structures and fencing/gates (additional information and additional/amended plans submitted). Granted 22.12.15

PLAN/2016/0247 - Section 73 application to vary/remove Conditions 2 (approved plans/documents), 4 (external materials), 5 (CMP/PEP), 6 (CTMP), 12 (details of cycle parking), 18 (contamination), 19 (archaeology), 22 (tree climbing survey), 23 (Ecological mitigation and management plan), 24 (stag beetle), 25 (biodiversity enhancements), 26 (scrub removal), 27 (external lighting), 28 (tree protection works), 29 (hard surfacing within root protection areas), 30 (details of service runs in root protection areas), 31 (green roof details), 33 (additional tree planting), 34 (Landscape and Ecological Mitigation Plan), 36 (acoustic insulation/ventilation), 41 (starting system for athletics track), 43 (control of emissions), 46 (BREEAM), 60 (temporary storage containers), 63 (Screen for MUGA), 64 (planting to east of screen) and 65 (sports hall court markings/storage) of planning permission PLAN/2015/0703 for the demolition of existing barn and erection of replacement barn (including temporary provision of three storage containers); engineering works to alter site levels; formation of new access to Egley Road and improvement of existing field access to provide emergency vehicle access; erection of three storey building for use as school and leisure centre; formation of 8-lane athletics track; formation of 2 x grass football pitches, 3 x 5-aside football pitches and 2 x multi-use games areas (MUGAs); formation of car park including bus / coach drop-off area; erection of sports amenity lighting; hard and soft landscaping and ancillary works including ancillary structures and fencing/gates (AMENDED DESCRIPTION - ADDITIONAL CONDITIONS ADDED AND ADDITIONAL/AMENDED PLANS/INFORMATION RECEIVED 07.07.16 AND 11.07.16). Granted 28.09.16

PLAN/2016/0546 - Display of 6no. non-illuminated hoarding signage to Egley Road frontage and display of 1no. non-illuminated free standing signboard to rear of site in relation to the proposed school and leisure development permitted under planning permission ref: PLAN/2015/0703. Granted 14.07.16

PLAN/2017/0647 – Construction of a new single storey external equipment storage facility adjacent to the approved athletics track. Granted 27.07.17

PLAN/2017/1447 - Erection of additional secure fence to school boundary, landscaping revisions and minor works within car park area. Granted 07.02.18

### PROPOSED DEVELOPMENT

This application seeks advertisement consent for 9no. signs comprising 3no. halo illuminated fixed wall lettering signs (signs 2, 3 and 3b) and 6no. free standing double sided non-illuminated signs (signs 1 (x2), 4, 5, 6 and 7) as follows:

#### Halo-illuminated signs:

Sign 2 – ‘Hoe Valley School’ sign comprising individual brushed stainless steel letters illuminated by LED’s concealed within each letter producing a ‘halo’ effect. Maximum size

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of sign - 3.3 metres in width by 1.2 metres in height. Sign affixed to front building projection on the front (east) elevation at first floor level height.

Sign 3 – ‘Woking Sportsbox’ sign comprising individual brushed stainless steel letters illuminated by LED’s concealed within each letter producing a ‘halo’ effect. Maximum size of sign - 3.3 metres in width by 1.3 metres in height. Sign affixed to front (east) elevation of community leisure centre at first floor level height.

Sign 3b – ‘Woking Sportsbox’ sign comprising individual brushed stainless steel letters illuminated by LED’s concealed within each letter producing a ‘halo’ effect. Maximum size of sign - 9.7 metres in width by 4 metres in height. Sign affixed to rear (west) elevation of community leisure centre facing the athletics track.

### Non-illuminated signs:

Sign 1 – 2no. double sided fire assembly point signs mounted on posts (1.2m in height). Signs would measure 1 metre in height by 0.45 metre in width).

Signs 4, 5, 6 and 7 – Free standing double sided sign described as “V2 Monolith with aluminium sub frames and brushed stainless steel effect kick plates”. Signs would measure 3 metres in height by 1.2 metres in width. The signs would provide information relating to the location of different facilities on the site. The background colour of the signs would be slate grey (RAL 7015) with the writing being white. The Hoe Valley School and Woking Borough Council logos would also be included on these signs. These signs would be located in the front part of the site (car park and pedestrian entrance).

A number of other signs are also shown in the application for clarity but these other signs all benefit from ‘deemed’ consent under the Town and Country Planning (Control of Advertisements) Regulations 2007 meaning formal advertisement consent is not required for the display of these signs on the site.

## **CONSULTATIONS**

**County Highway Authority** – is 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.

**Network Rail** – Any comments received will be verbally reported.

## **REPRESENTATIONS**

90 neighbour notification letters of the application have been sent out. 0 letters of representation have been received.

## **RELEVANT PLANNING POLICIES**

Ministerial Statement - Policy Statement – planning for schools development August 2011

### Woking Core Strategy 2012

CS6 – Green Belt

CS18 – Transport and Accessibility

CS21 – Design

CS24 – Woking’s Landscape and Townscape

### Development Management Policies DPD 2016

DM18 – Advertising and signs

National Planning Practice Guide

**PLANNING ISSUES**

1. The developments approved under PLAN/2015/0703 and PLAN/2016/0247, for a new secondary school and community leisure facilities have been implemented and the development is nearing completion. 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 County Planning (Control of Advertisement) (England) Regulations 2007.

**Impact on visual amenity**

2. The site is located in the Green Belt. Policy CS21 of the Core Strategy states that new development should respect and make a positive contribution to the street scene and the character of the area within which it is located. Policy DM18 of the DM Policies DPD advises that an advertisement will be considered having regard to its effect on the appearance of the building and the visual appearance of the immediate neighbourhood where it is displayed.
3. In this case the proposed building signage on the front elevation of the new school and leisure building is considered to be simple in its approach and restrained in terms of its size, positioning, colouring and method of illumination. The proposed building signage on the rear elevation facing the athletics track would be larger than those on the front elevation but it would appear proportionate to its position on the new building and would still reflect the approach to the signs on the front elevation of the building. The hours of illumination for the signage would be restricted by condition to the opening hours for the premises (condition 10).
4. The application also proposes a number of signs to the front part of the site to direct vehicles and pedestrians utilising the site and also for identification purposes e.g. fire assembly points. Overall the signs are considered to be well designed utilising a simple dark grey background with white lettering and would be appropriately positioned on the building and site. Colour would be limited to the logos used on the signage, unless required for safety purposes.
5. The proposed signage scheme is considered to be appropriate to the high quality appearance of the new building and the use of the site, representing a restrained approach, which would not result in any detriment to the visual amenity of the site and wider local area or the openness of the Green Belt. The proposed development is therefore considered to comply with Policies CS6, CS21 and CS24 of the Core Strategy, Policy and the policies in the NPPF in this regard.

**Impact on neighbouring residential amenity**

6. The three proposed building signs would be halo illuminated with the lighting elements built into each letter providing a 'halo' effect. The applicant has advised that the use of the halo illumination is a subtle and discreet approach enabling the signs to be seen in the evenings. The luminance levels of the signs would be around 215 cd/m<sup>2</sup> and the applicant further states that the signage provider has advised that with the type of illumination proposed there would be no forward projection of light and no light spill. Whilst this illumination may be seen from nearby neighbouring dwellings, to the rear the nearest dwellings are in excess of 350 metres and to the front the nearest neighbouring dwelling would be 180 metres from the closest building sign. Consequently the proposed

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illuminated signs are not considered to result in any adverse neighbour amenity impacts. A condition is also recommended to restrict the illumination of the signs to when the opening hours of the community leisure centre.

7. The proposed non-illuminated signs would not result in any adverse neighbour amenity impact. The proposed development is not therefore considered to result in any adverse neighbour impact and would also comply with Policy CS21 of the Core Strategy, Policy DM18 of the DM Policies DPD and the relevant policies in the NPPF.

### **Impact on public safety**

8. The County Highway Authority has reviewed the application and has no requirements. The proposal is not therefore considered to raise any highway safety issues.
9. Network Rail has been consulted on the application and no response has been received. Any comments received will be verbally reported. In any event the proposed signage would be positioned 112 metres from the rear boundary of the site with the adjacent railway. Given the proposed method of illumination no adverse public safety impact is considered to result. Overall the proposed advertisements are therefore considered to be acceptable in terms of public safety.

### **Local finance considerations**

10. As the proposal relates to an application for advertisement consent the Council's Community Infrastructure Levy Charging Schedule is not relevant.

### **CONCLUSION**

11. The proposed signs are considered to have an acceptable impact on the visual amenities of the area and on the amenities of neighbouring occupiers. The proposed signs would also not adversely affect public safety. The proposed development is also considered to comply with Policies CS6, CS18, CS21 and CS24 of the Woking Core Strategy 2012, Policy DM18 of the DM Policies DPD 2016 and the policies in the NPPF. The application is thus recommended for approval.

### **BACKGROUND PAPERS**

Planning application file PLAN/2018/0207

### **RECOMMENDATION**

**GRANT** advertisement consent subject to the following conditions:

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

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

2. The advertisements hereby permitted shall be displayed in accordance with the following information:

Proposed site plan (PL003 Rev E) rec 26.02.18  
Signage setting out – elevations (PL054 Rev A) rec 26.02.18  
Signage setting out – elevations (PL055 Rev A) rec 26.02.18  
Signage setting out – elevations (PL056 Rev A) rec 26.02.18  
External signage setting out 1 of 3 (PL050 Rev 1) rec 26.02.18

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External signage setting out 2 of 3 (PL051 Rev 1) rec 26.02.18

External signage setting out 3 of 3 (PL052 Rev 1) rec 26.02.18

External signage details (dma signs) rec 26.02.18

Reason: In the interests of public safety and amenity and to comply with Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 and Policies CS21 and CS24 of the Woking Core Strategy 2012.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. The illumination of the advertisement(s) hereby granted consent shall be by fixed and constant lights and not by lights which are, or appear to be intermittent, moving, flashing or vibrating.

Reason: In the interests of the visual amenity and highway safety in accordance with Policies CS18 and CS21 of the Woking Core Strategy 2012.

9. The permitted level of luminance for the illuminated signs hereby permitted shall not exceed the luminance levels stated on the submitted application form.

Reason: In the interests of the visual amenity and highway safety in accordance with Policies CS18 and CS21 of the Woking Core Strategy 2012.

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10. The illuminated signs permitted by this consent shall only be illuminated during the opening hours of the premises to which they relate.

Reason: In the interests of the visual amenity and highway safety in accordance with Policies CS18 and CS21 of the Woking Core Strategy 2012.

### **Informatives**

1. 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 paragraph 186-187 of the National Planning Policy Framework 2012.
2. You are advised that Council officers may undertake inspections without prior warning to check compliance with approved plans and to establish that all planning conditions are being complied with in full. Inspections may be undertaken both during and after construction.