

## 2 FEBRUARY 2021 PLANNING COMMITTEE

**6C PLAN/2020/0805**

**WARD: HE**

**LOCATION:** Glades House Cemetery Pales Brookwood

**PROPOSAL:** Display of 3no. non-illuminated signs at Cemetery Pales advertising presence of Brookwood Cemetery

**APPLICANT:** Mrs Avril Kirby

**OFFICER:** Gillian Fensome

---

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

The application is referred to Committee as the applicant company is Brookwood Cemetery Limited, which is one of the Companies where 50% or more is owned by Woking Borough Council and is excluded from decision under delegated powers.

### **SUMMARY OF PROPOSED DEVELOPMENT**

The proposal seeks Advertisement Consent to display three non-illuminated signs to advertise the presence of Brookwood Cemetery which is a Grade 1 Listed Park and Garden to be visible from the highway on Cemetery Pales. They are to be erected to assist in achieving the aims of the Council approved restoration master plan for the Cemetery. All three signs are to be to the same design and specifications.

### **PLANNING STATUS**

- Thames Basin Heaths SPA Zone B (400m-5km)
- Tree Preservation Zone Area
- Green Belt
- Conservation Area
- Listed park/garden

### **RECOMMENDATION**

GRANT Advertisement Consent.

### **SITE DESCRIPTION**

The application site is a Cemetery and Grade 1 Listed Park located in a Green belt area of Woking. Brookwood Cemetery is also a Conservation Area and is in a Tree Preservation Order area. The site has the road Cemetery Pales running through it, which runs from Bagshot Road towards Pirbright.

### **RELEVANT PLANNING HISTORY**

- PLAN/2019/0693 Advertisement consent for one sign to replace existing sign advertising presence of Cemetery which is a Grade 1 Listed Park and Garden visible from highway. Two new signs to advertise the above. Permitted

### **CONSULTATIONS**

## 2 FEBRUARY 2021 PLANNING COMMITTEE

SCC Highways: no objection. "The Highways 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."

WBC Aboricultural Officer: no objection, following receipt of a Trees Method Statement provided by Ward Associates received by the LPA on 23 November 2020.

WBC Conservation Officer: no objection. "The signs are modest in scale and are of a sensitive design and colour. They are informative, rather than of advertising intent. In my view they enhance the character of the conservation area and any heritage assets in the vicinity. I have no adverse comments".

### **REPRESENTATIONS**

None received.

### **RELEVANT PLANNING POLICIES**

#### National Planning Policy Framework (2019):

- Section 12 - Achieving well-designed places
- Section 13: Green belt area
- Section 16: Conserving and enhancing the historic environment

#### Woking Core Strategy (2012):

- CS9: Green Belt
- CS20: Heritage and Conservation
- CS21 - Design

#### Development Management Policies Development Plan Document (2016):

- DM2: Trees and Landscaping
- DM18 - Advertising and signs

#### Supplementary Planning Documents:

- Woking Design (2015)

#### Other material considerations:

Section 72 Planning (Listed Buildings and Conservation Areas) Act 1990

### **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 FEBRUARY 2021 PLANNING COMMITTEE

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 proposed signs are to be identical in design to each other. Each will be 2.6 metres from the ground, 1.2 metres in height, 2.4 metres in width and 0.1 metres in depth. Sign 1 is to be located opposite an existing sign, near the junction between Cemetery Pales and Bagshot Road and signs 2 and 3 are to be located at the western end of Cemetery Pales, opposite each other. None of the signs are to be illuminated.
4. The application was accompanied by a drawing of what is to be displayed which includes the Brookwood Cemetery name with white text against a predominately black background with elements of colour. Taking into account also the comments of the Conservation Officer, the advertisements are considered visually acceptable.
5. The proposals are considered to comply with policy DM18 of the Development Management Policies Development Plan Document (2016).
6. In making this assessment, regard has been had to Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and, it is concluded that the adverts would preserve the character of the Conservation Area and the listed park. The proposed advertisements are therefore considered to have an acceptable impact on the visual amenities of the area.

### Impact on Neighbouring Amenity:

7. 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 upon public safety:

8. The proposed signs are to be sited at a similar height to existing signs and they will be the same size as existing signs.
9. The County Highways Authority was consulted and considered that there would be no material impact on public safety or the operation of the adjoining highways from the proposals.

### **CONCLUSION**

10. 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 Development Management Policies Development Plan Document (2016), Supplementary Planning Document Woking Design (2015) and the National Planning Policy Framework (2019) 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. In making the recommendation to grant planning permission it is considered that the application is in accordance with the development plan of the area.

## 2 FEBRUARY 2021 PLANNING COMMITTEE

### **BACKGROUND PAPERS**

1. Photographs provided by the applicant
2. Consultation responses
3. Conservation area site and press notices

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

Block and site plan received 17.09.2020  
Block and site plan 2 received 17.09.2020  
Location plan 1 received 17.09.2020  
Location plan 2 received 17.09.2020  
Location plan received 06.10.2020  
Advertising sign design received 17.09.2020

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.

## 2 FEBRUARY 2021 PLANNING COMMITTEE

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

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 (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.