

8 JUNE 2021 PLANNING COMMITTEE

6e PLAN/2021/0160

WARD: Canalside

LOCATION: The YPod Centre, Chobham Road, Woking, Surrey, GU21 6JD

PROPOSAL: Advertisement consent for installation of 1No. acrylic sign to main entrance door and 1No. wall mounted acrylic fascia sign over the garage/car park doors.

APPLICANT: Mr Stephen Dodd

OFFICER: Emily Fitzpatrick

REASON FOR REFERRAL TO COMMITTEE:

The application has been submitted by a member of staff for development to be carried out by Woking Borough Council.

SUMMARY OF PROPOSED DEVELOPMENT

The proposal seeks Advertisement Consent for 1x acrylic sign to main entrance door and 1x wall mounted acrylic fascia sign over the garage/ car park doors to the exterior of The YPod Centre, both signs would be non-illuminated. The proposal would see the omission of existing door sign to the right hand side of entrance when viewed from the front elevation.

PLANNING STATUS

- SANG
- Shopping Frontage- Secondary
- Thames Basin Heath SPA Zone B (400m-5km)
- Urban Area
- Woking Town Centre

RECOMMENDATION

GRANT Advertisement Consent.

SITE DESCRIPTION

The YPod Centre is a three storey building located in Woking Town Centre. The site is bound either side by commercial buildings to the left and retail/ residential to the right (when viewed from the front elevation). The building is designed in brick with glass pane serving as windows along the front elevation and a pitched canopy above the entrance whereby an existing acrylic sign serves the main entrance (subject to be removed) advertising Sythwood Children's Centre which is no longer served by this building. The building has a hipped roof when viewed from the front elevation. Access to Hollywood House Car Park is via the front elevation with a roller shutter door. The advertisement above this entrance is to be retained.

RELEVANT PLANNING HISTORY

- PLAN/2006/0415 Erection of a projecting sign on front elevation (permitted 30.06.2006)
- PLAN/2006/0415 Erection of a projecting sign on front elevation (permitted 30.06.2006)

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- PLAN/2003/1414 Change of use of first and second floors of premises to Youth Drop in Centre with ancillary Café, Creche, entertainment, training, advice and counselling service; and hireable rooms for associated activities (permitted 28.01.2004)
- PLAN/1987/1212 Erection of a building comprising a leisure complex, offices and associated car parking (permitted 12.07.1988)

CONSULTATIONS

None

REPRESENTATIONS

None received.

RELEVANT PLANNING POLICIES

National Planning Policy Framework (2019):

- Section 2- Achieving sustainable development
- Section 7- Ensuring the vitality of town centres
- Section 8- Promoting healthy and safe communities
- Section 12- Achieving well-designed places

Woking Core Strategy (2012):

- CS2- Woking Town Centre
- CS21- Design
- CS24- Woking's landscape and townscape
- CS25- Presumption in favour of sustainable development

Woking Development Management Policies Development Plan Document (2016):

- DM18-Advertising and signs

Supplementary Planning Documents (SPDs):

- Parking Standards SPD (2018)

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*".

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3. Supporting note 6.11 of Policy DM18 says 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.
4. The proposal is for 1x acrylic sign adjacent to the main entrance door to identify the address and location of occupier services within the building. The proposed sign would be approximately 1m in length x 0.4m in height. The sign would be dark blue with white lettering displaying the address and location of the Hockey Museum. The proposed sign would be sited approximately 1.6m from the ground to the base of the advertisement. The proposal would follow the removal of an existing door sign to the right hand side of the entrance doors of similar size. The maximum projection of the advert would be approximately 0.025m. The proposal would be non-illuminated.
5. The proposal is also for 1x wall mounted acrylic fascia sign sited above the garage/ car park doors. The proposed sign would be approximately 4.78m in length x 0.9m in height. The sign would have a dark blue background with white and red text. The proposed sign would advertise 'The Hockey Museum'. The proposed sign would be sited approximately 8.5m from ground to the base of the advertisement. The maximum projection of the advert would be approximately 0.025m. The proposal would be non-illuminated.
6. The proposed advertisements would be considered modest in size when viewed from the front elevation (west) and in the street scene. The proposed design serving both advertisements would follow a similar theme, complimenting the proposed intended use to promote and advertise 'The Hockey Museum' to serve the second floor. One advertisement is proposed adjacent to the entrance doors and this would replace an existing advert that no longer serves a purpose following change in the occupancy and use of The Ypod Centre and would comprise of a similar size. Advertisements and signs are predominant in the street scene given the location in Woking Town Centre and would be considered in keeping with the application site and its use.
7. The proposals are considered to comply with policy DM18 of the Development Management Policies Development Plan Document (2016).

Impact on Neighbouring Amenity:

8. Residential flats are located south east of the application site at first floor, with retail and professional services serving the properties at ground floor. The proposed 2x advertisements would be non-illuminated and comprise each of a modest size, 1x advertisement would replace an existing sign located by the entrance door. Given the modest nature of the proposal, it would not be considered to cause any adverse impact to residential amenity along this elevation.

Impact upon public safety:

9. The proposed advertisements would project approximately 0.025m, with one sign to be replaced as part of this proposal. The larger of the two advertisements would serve its intended use, in a location sited in an urban area and Woking Town Centre. The building is considered to serve minimal signage, with only those necessary to the proposed intended use, the Hockey Museum on the second floor of the Ypod Centre. The proposal would be considered to contribute to a safe, accessible environment and be considered acceptable to the public realm and street scene.

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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.

BACKGROUND PAPERS

1. Site visit photographs taken 21.04.2021

RECOMMENDATION

Grant Advertisement Consent subject to the following conditions:

Permit subject to the following condition(s):

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:

DWG No: 711/AS8 Rev P1 Proposed and Existing Elevation Signage Details received 10 February 2021

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

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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

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).