

PLANNING OFFICER REPORT

Application No. MO/2022/1527 Advertisement
Valid Date: 31-Aug-2022
Applicant: Porthaven Properties No.3 Limited
Case Officer: Caroline Hall
Ward(s): Leatherhead North
Proposal: Two non-illuminated free standing signs at entrance and two non-illuminated totem directional signs along Hartfield Road.
Amendments /amplifications:
Site Location: Land on the junction of Cleeve Road and Hartfield Road and opposite Sovereign Court, Leatherhead, Surrey, KT22 7GQ

Committee: More than 2 objections.

RECOMMENDATION: Approve with conditions

The Site



1. Description of Site:

- 1.1. The application site is part of a large development consisting of Hartfield Care Home, dwellings and assisted living units. The site is on the corner of Randalls Road and Cleeve Road.

2. Description of Proposal:

- 2.1. Advertisement consent is being sought for the two existing non-illuminated free standing signs at the entrance of the site and one non-illuminated totem directional sign along Hartfield Road. The application has been amended to remove the advertising banner on the free standing sign and a totem sign has also been omitted.

- 2.2. The existing signs gained advertisement consent under MO/2017/1654 which granted consent to display advertisements for a period of 5 years. No new signs are being proposed and the current application is for a renewal of this consent.

3. Relevant Planning History

MO/2013/0139

Land at The Farthings and between Randalls Road and Cleeve Road, Leatherhead, Surrey

Outline application for the consideration of access in respect of the erection of up to 70 No. dwellings following demolition of 'The Farthings'.

APPROVED WITH CONDITIONS

11-Jun-2014

MO/2016/0594

Land at Farthings and between Randalls Road and Cleeve Road, Leatherhead, Surrey
The erection of 62 No. bed care home, 35 No. assisted living units, 26 No. family houses and 17 No. affordable dwellings together with access, parking, public open space including a Locally Equipped Area of Play (LEAP) and landscaping following the demolition of Farthings.

APPROVED WITH CONDITIONS

16-Sep-2016

MO/2016/0594/1

Land at Farthings and between Randalls Road and Cleeve Road, Leatherhead, Surrey
Non-material amendment to allow changes to gable ends and windows; insertion of 2 No. windows on ground floor and first floor corridor; increase in overall foot print by 38sqm.

APPROVED

02-Dec-2016

MO/2016/1608

Land at Farthings and between Randalls Road and Cleeve Road, Leatherhead, Surrey
Variation of Condition 8 and Informative 17 of approved planning permission MO/2016/0594f for the erection of 62 No. bed care home, 35 No. assisted living units, 26 No. family houses and 17 No. affordable dwellings together with access, parking, public open space including a Locally Equipped Area of Play (LEAP) and landscaping following the demolition of Farthings to remove Units 37 and 45 and allow them to be occupied without the first floor side facing windows being obscurely glazed in accordance with Drg Nos. 101 Rev M and 154 Rev C.

APPROVED WITH CONDITIONS

30-Jan-2017

MO/2017/1653

Farthings (Demol), Randalls Road, Leatherhead, Surrey, KT22 0AA

Erection of 2 No. internally illuminated signs and one externally illuminated signs.

APPROVED WITH CONDITIONS

10-Nov-2017

MO/2017/1654

Farthings (Demol), Randalls Road, Leatherhead, Surrey, KT22 0AA

Erect 2 No. non-illuminated free standing signs at site entrance at junction with Cleeve Road, and 2 No. non-illuminated totem directional signs within the site.

APPROVED WITH CONDITIONS

10-Nov-2017

4. Statutory/Internal Consultations

4.1. None.

5. Third Party/Other Representations

Ward Member Representation	Officer Comment	Relevant Condition
None received		

Residents Association Representation	Officer Comment	Relevant Condition
None received		

Representation	Officer Comment	Relevant Condition
Summary of Responses Received:		
Not in keeping with appearance and character of residential development	Assessed in section 9.3.	
Seeking to make permanent what is already in place, but so well established no need for these signs which are oversize and inappropriate. The signs are unnecessary and would create clutter. The entrance sign should be reduced by 1 metre.		
Interchangeable marketing signs are out of character with residential area.	This has been removed from the scheme.	
Type A sign having map removed and being moved to after entrance. Existing location should be maintained.	Amended scheme only to have 1 Type A sign located on corner of St Faiths Site.	
Not clear why second totem is needed by Henderson Crescent as visitors would have already gone past first sign.	This has been removed as part of the amendment.	
Neighbours within the estate were not notified.	The Council notified the whole estate.	
App refers to 4 signs but there are currently 6 at present.	The application only relates to the 4 signs being applied for.	
Existing signage at corner of Cleeve Road and Hartsfield Road inappropriate in	This sign does not have residential property directly behind it, it only has St Faiths community centre.	

size for a residential area		
The care home sign by the first road is adequate and does not need replacing and directional arrow are not needed.	The signs would not be replaced the application is for a renewal of what is already in existence. The proposed directional arrows are considered necessary for the care home.	
The sign doesn't explain where the care home is and appears the whole estate is part of the care home and gives the false impression that Reeves House is a Care Home	The application has been amended to include arrows and yards have been added to both signs.	
The location describes Hartfield House Care Home but none of the signage is at that location	The address has been amended and neighbours have been re-notified.	
Sign sited directly outside the windows of on of the houses in Henderson Crescent	There is no sign proposed outside of a residential window.	
The care home has not consulted residents in the estate	This is not a requirement to do so.	
Only one sign is necessary but should be smaller	The application is for a renewal of the existing consent for the existing signs	
The amendments are welcomed	Noted.	

6. Constraints

Area of Special Control of Adverts
Built-up Area

7. Development Plan Policies

Core Strategy (CS)

CS1 – Where Development will be Directed

CS14 - Townscape, Urban Design and the Historic Environment

Local Plan (LP)

ENV22 – General Development Control Criteria

ENV23 – Respect for Setting

ENV36 – Advertisement Control

8. Material Considerations

Government Guidance – National Planning Policy Framework (NPPF)

Section 2 – Achieving Sustainable Development

Section 12 – Achieving well-designed places

Supplementary Documents

Built Up Areas Character Appraisal

9. Planning Analysis

9.1. Legislation dictates how all Advertisement Consents must be determined under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

9.2. A local planning authority shall exercise its powers under these regulations in the interests of amenity and public safety, taking into account -

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors

9.2.1. The main planning issues for consideration are discussed below.

9.3. Impact on the Visual Amenity of the Area

9.3.1. Paragraph 136 of the NPPF states; *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way, which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'*.

9.3.2. ENV36 of the Mole Valley Local Plan states *'proposals for the display of advertisements will be strictly controlled. Applications will be determined taking into account the interests of public safety and amenity'*. The policy states:

9.3.3. The 2no signs at the entrance to the site are located on the northern side of the access and would be 3.4 metres in height and 2.4 metres in width. The signs are simple and directional with the text 'Hartfield House Care Home' and '300 yards'. The advertisement banner has been removed from the site.

9.3.4. The totem sign is positioned at the junction of Hartfield Road and Reeves House further towards the care home on the north side and is 1.7 metres in height. Again, it is a simple design similar to those at the entrance and has the same text and '200 yards' directional text would also be added.

9.3.5. The signage scale and design remain the same as those that were granted consent in 2017 and the signage provides directional information which is considered to be appropriate. The scale and appearance is simple and the signs are considered to be located in suitable positions without causing significant amenity harm. The impact on the locality is considered to be acceptable and in accordance with Mole Valley Local Plan policy ENV36 and guidance contained within the NPPF.

9.4. **Impact on Public Safety**

9.4.1. The proposed signage which is in existence does not obstruct or hinder sight lines, nor does it block other traffic signs and has no level of illumination. The signage is therefore not considered to have any impact on public safety.

9.5. **Impact on Neighbouring Residential Amenity**

9.5.1. Mole Valley Local Plan policy ENV22, General Development Control Criteria, sets out seven general criteria for sound development control practice. Criterion 2 requires that the proposal does not significantly harm the amenities of neighbouring properties.

9.5.2. In terms of neighbour amenity, the two signs are sited on the entrance and would be visible from the adjacent dwellings on the southern opposite side of the access road. The free standing signs and the totem are non-illuminated and for directional purposes and have a simple design and appropriate scale. They have been in existence for 5 years and the current proposal includes removing the advertisement banner at the lower half of the free standing signs.

9.5.3. It is noted that a number of representations question the need for the signs and the size of the entrance signage. The purpose of the signage is to highlight the location of the care home, distinguishing it from the residential estate, with the intention of clearly directing traffic and avoiding unnecessary journeys down adjacent streets or roads causing potential disruption to residents. The applicant has also stated that *'The signs primary purpose is as directional signage for Emergency Services, Deliveries and Visitors to Hartfield House Care Home for access by persons with no local knowledge. Ambulances, for example, are called to the care home and a sign will reduce risk of the entrance/care home being missed. It is important to note that hampering Emergency Service access may have an adverse effect on the health and wellbeing of residents.'*

9.5.4. The signage is not considered to result in harm to neighbouring amenity and therefore there is no conflict in this regard alongside Policy ENV22 of the Local Plan.

10. **Recommendation**

10.1. The advertisements are considered to be acceptable and are recommended for approval subject to conditions.

Conditions

1. a. 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 give permission.
- b. No advertisement shall be sited or displayed so as to
 - (i) endanger persons using any highway, railway, waterway, dock, harbour of aerodrome (civil or military)
 - (ii) obscure or hinder the ready interpretation of any traffic sign, railway signal, or aid to navigation by water or air.
 - (iii) hinder the operation of any device used for the purpose of security or surveillance (such as closed circuit television cameras) or for measuring the speed of any vehicle
- c. All advertisements 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.
- d. Any structure or hoarding erected or used principally for the purpose of the displaying of advertisements shall be maintained in a condition that does not endanger the public.
- e. 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 Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. The development hereby permitted shall be carried out and completed in all respects strictly in accordance with the submitted documents and plan number 15-055-117 Rev D contained within the application and no variations shall take place.

Reason: To accord with the terms of the submitted application and to ensure minimal impact on local amenity and the environment in accordance with Mole Valley Core Strategy policy CS14 and Mole Valley Local Plan policy ENV22.