

Application: 2024/708

Location: Car Park, Ellice Road, Oxted, Surrey, RH8 0PY

Proposal: Installation of 4 static internally illuminated fascia signs on a (proposed) freestanding Automated Telling Machine ("ATM").

Ward: Oxted North

Decision Level: Committee

Constraints – Urban Area, Town Centre Area, BOA, EA Floodzone2, EA_ROFSW_1_IN_30

RECOMMENDATION: APPROVE, subject to conditions

This application is reported to Committee as the site is Council owned.

Summary

1. The advertisements would not detract significantly from the public visual amenities of the area and neighbouring residential amenities. The advertisements would not be harmful to public safety. As such, it is recommended that Advertisement Consent be GRANTED

Site Description

2. The site currently comprises a parent and child parking space adjacent to the public toilets located within the Ellice Road Car Park, in the centre of Oxted. The site falls within the defined Town Centre, adjacent to the designated Primary Shopping Area.

Relevant History

3. There are no planning applications of relevance relating to the redlined application site.

Key Issues

4. The key considerations are the impact on amenity and public safety.

Proposal

5. The application seeks advertisement consent for the erection of four internally illuminated fascia signs, a halo/face lit ATM surround edge, and a non-illuminated poster.
6. The fascia signs would be mounted around the perimeter of the flat roof to the ATM "pod", at 2.45m above ground level. The front and rear fascia's would have a height of 450mm and a length of 3.36m. The two respective flank fascia's would have a height of 450mm and a length of 1.806m.
7. The advertisement fascia would be made of a combination of applied vinyl and Perspex. The bank logos would be lit by a white box unit with LED light strips applied to the inside, with only the logo and bank lettering illuminated. Lighting levels for the box illumination would be 340 cdl m². Colours would comprise a red, white and black Logo on white.
8. The non-illuminated poster would be displayed on the flank elevation of the structure and would measure 811mm x 1436mm.

9. **An associated application for Planning Permission for a Freestanding ATM (2024/904) is reported elsewhere on this Agenda.**

Development Plan Policy

10. Tandridge District Core Strategy 2008 – Policy CSP18
11. Tandridge Local Plan Part 2 – Detailed Policies 2014 – Policies DP7

Supplementary Planning Documents (SPDs), Supplementary Planning Guidance (SPGs) and non-statutory guidance

12. Surrey Design Guide (2002)

National Advice

13. National Planning Policy Framework (NPPF) (December 2024)
14. Planning Practice Guidance (PPG)
15. National Design Guide (2019)

Statutory Consultation Responses

16. Highways Officer: Are satisfied that the application would not have a material impact on the safety and operation of the adjoining public highway.

Public Representations/Comments

17. Third Party Comments – No comments received.

Assessment

18. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), National Planning Policy Framework (the Framework) and Planning Practice Guidance state that advertisements should be subject to control only in the interests of public safety and amenity.

Visual Amenity

19. Paragraph 141 of the NPPF states that *“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”*
20. The signage, given its positioning would be visible within the car parking area, but not within the street scene. The proposed signs themselves would not appear unduly incongruous or detrimental to the area and would remain in keeping with the nature of the street scene where there are various signs advertising local shops and business of varying designs and scales.
21. Regard must also be given to the amenities of nearby residential dwellings; the closest residential properties are located above ground floor commercial

premises to the north in Station Avenue, and to the north-east in Godstone Road. By virtue of being screened from both locations, the proposed signage would not adversely impact the amenities of any neighbouring properties so as to warrant a refusal reason, and whilst the proposed signage is illuminated, the illumination level is reasonably low and not considered to result in significant light pollution.

22. Whilst Policy DP7 does not relate directly to advertisements, it seeks to protect the visual amenity of the area. The proposed advertisements would therefore not conflict with this policy or with the requirements of the NPPF.

Public Safety

23. The positioning of the ATM benefits from natural surveillance associated with motorists using the parking area and pedestrians using the adjacent public toilets and the nearby passageway to Station Road East. Regular pedestrian activity would continue in the vicinity throughout the day and evening. There would be a CCTV camera installed directly above the ATM unit and the siting and design of the ATM does not appear to be intrinsically unsuitable in terms of increasing opportunities for crime in the locality.
24. The signage would be visible from the public realm (car park); however, it would not be located in a position obstructing reasonable public access or would be otherwise unduly distracting or disruptive. The proposal would therefore not impact on highway safety.
25. As such, the proposed scheme would comply with the provisions of the NPPF.

Conclusion

26. The proposed signage would not have a significantly harmful effect on public visual amenity, neighbouring amenities or public safety and complies with the requirements of the NPPF and Circular 03/2007. On this basis it is recommended that advertisement consent is granted subject to the following conditions.
27. The development has been assessed against Government Guidance as set out in paragraph 67 of the National Planning Policy Framework and Circular 03/07 – Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and material considerations. It has been concluded that the development, subject to the conditions imposed, would accord with the Regulations and there are no other material considerations to justify a refusal of permission.
28. All other matters raised by third parties have been considered but none are considered sufficient to change recommendation.

RECOMMENDATION:

Approve, subject to conditions

1. The period of express consent for the advertisement display hereby approved shall expire in 5 years from the date of this permission.

Reason: To comply with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007. Any advertisement may continue to be displayed after this date subject to the same conditions as set

out in the Consent and the power of the District Planning Authority to require discontinuance of the display under Regulation 8.

2. (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 grant permission.

(b) No advertisement shall be sited or displayed so as to—

- (i) endanger persons using any highway, railway, waterway, dock, harbour or 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; or
- (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) 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.

(d) 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.

(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 14 (1) and Schedule 2 of the Town and Country Planning (Control of Advertisement) Regulations 2007.

Informatives:

1. The development has been assessed against Government Guidance as set out in paragraph 141 of the National Planning Policy Framework and the Planning Practice Guidance – Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and material considerations. It has been concluded that the development, subject to the conditions imposed, would accord with the Regulations and there are no other material considerations to justify a refusal of permission.