

Site Description

The Red Lion Public House is located to the southeast of the Portsmouth Road, and is a two storey tile hung and rendered structure with pitched tiled roofs. The site extends some 90m to the south, with an historic wall splitting the site 22m to the rear of the Red Lion. Asides from an area of grass that was historically used as a beer garden, the remainder of the site is laid to 31 car park spaces. The area is primarily characterised by residential dwellings, although a collection of shops are located 100m to the southwest.

Proposal

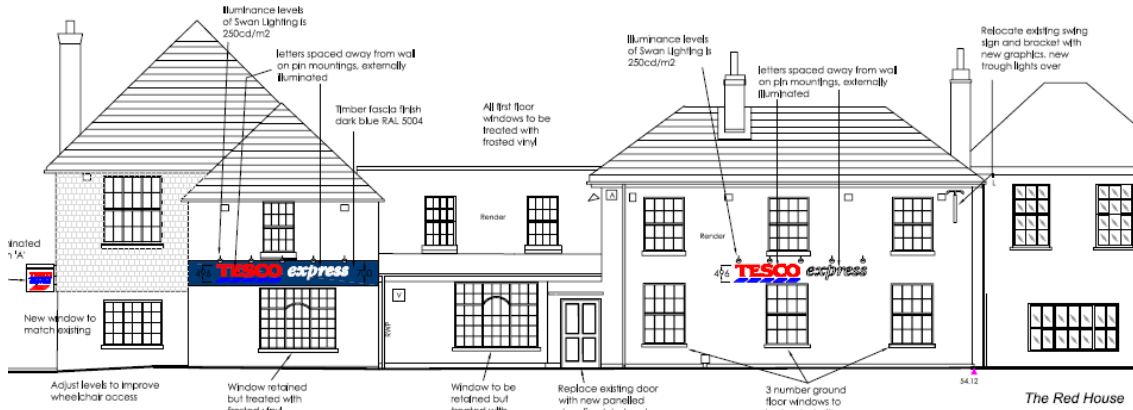
Advertisement consent is sought for the: -

- Display of 'Tesco express' to the front northwest elevation. The letters would be mounted individually on pins and formed of Perspex and illuminated by 5 swan lighters (luminance level of 200cd/m²) mounted above.
- Display of a timber fascia, finished in blue (RAL 5004), to the northwest elevation that would wrap around to the main entrance to the northeast elevation. 'Tesco express' would be in blue and red and formed of Perspex, and would be mounted on pins as individual letters upon the fascia, which itself would measure 0.7m high x 5.56m wide and 0.075m deep. Again, the fascia sign would be illuminated by 5 swan lighters (luminance level of 250cd/m²) mounted above to both the northwest and northeast elevations.
- Display of an externally illuminated hanging sign to the front northwest elevation that would be finished in blue with 'Tesco express' in red and white. The sign would be made of timber and would measure 0.78m high x 0.7m wide x 0.075m deep and would be 3.8 metres above street level.
- Display of an externally illuminated projecting sign to the northeast elevation advertising 'Tesco express' that would be in red and blue. The sign would be formed of aluminium with the lettering being acrylic, and would measure 0.5m high x 0.125m wide x 0.8m deep and would be 2.24m above street level.
- Display of freestanding entry and exit signs to either side of the entrance and exit of the site. The signs would be formed of aluminium and would measure 0.86 m high x 1.25m wide and would be mounted on steel poles with an overall height of 1.3m. The background of the signs would be in red with the lettering in white.
- Display of a pole sign to the frontage of the site between the entrance and the exit of the site. It should be noted that the pole element already exists and therefore it is just the sign and trough lighting that is proposed as part of the current application. The

sign would be 0.78m high and 0.7m wide and would be formed of timber, finished in blue, with the lettering in red and white and lit from above by a trough light; and

- Display of a “no parking” sign attached to the northeast face of fencing to the rear of the Red Lion. The sign would measure 0.59m high x 0.42m wide, would be formed of plastic and would be in red and blue.

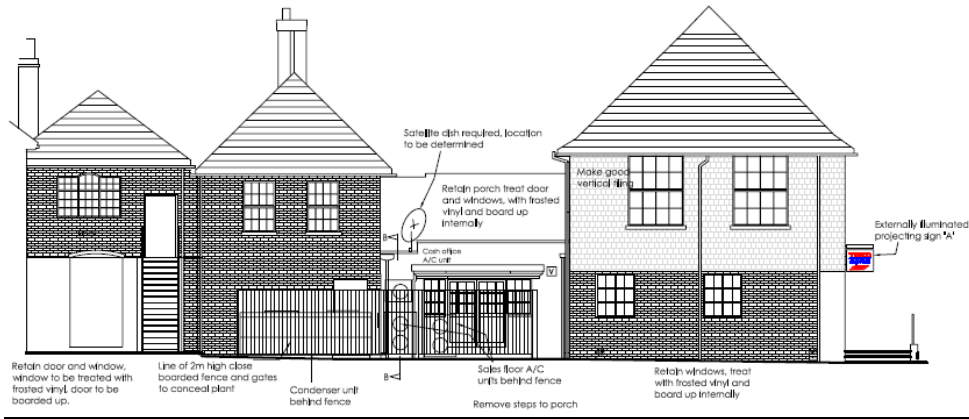
Front northwest elevation



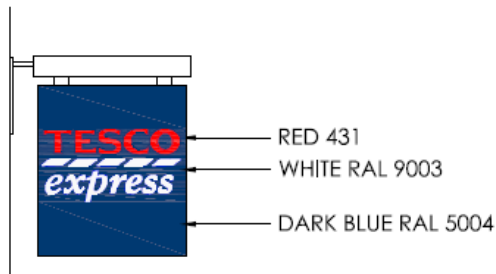
Side northeast elevation



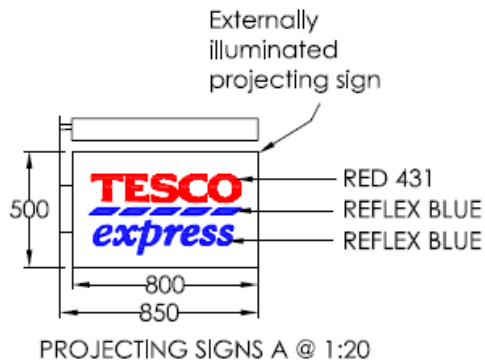
Rear southeast elevation



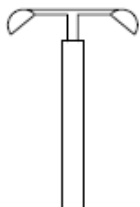
Hanging sign to the northwest elevation



Hanging sign to the side northeast elevation



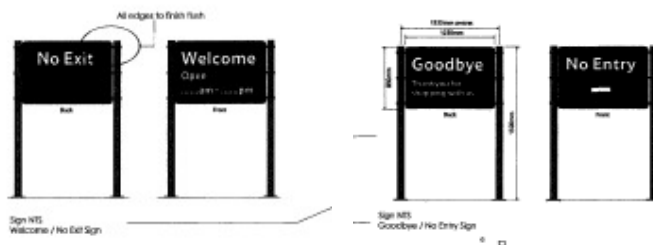
Cross section showing external illumination of both hanging signs



Existing Pole sign with proposed hanging sign to the frontage



Entry and Exit signs to the frontage



Relevant Planning History

WA/1989/0406	Display of double sided illuminated sign	Consent Granted 20/04/1989
WA/1994/1360	Display of illuminated signs	Consent Granted 21/11/1994

Planning Policy Constraints

Wealden Heaths 2km SAC Buffer Zone
Wealden Heaths 5km SPA Buffer Zone
Conservation Area – Milford Witley
Green Belt
Rural settlement boundaries – Milford
Adjacent to Grade II Listed Building

Development Plan Policies and Proposals

Policies D1, D4, D10, HE3 and HE8 Waverley Borough Local Plan 2002
Policies CC4, CC6, NRM5 and BE6 of the South East Plan 2009

Consultations and Parish Council Comments

Parish Council Objection to internally lit signage, not in keeping with other retail outlets in the parish who have externally lit signage only. Lighting should only be on during trading hours

Highways No requirements/objection

Representations

16 letters of objection, 13 of which are from different address points, based on the following: -

- Traffic movement associated with the shop would cause noise and disturbance for local residents
- Store would cause an increase in traffic congestion and pollution
- Inadequate parking for such a use
- Would damage local business
- Proposal is completely at odds with the well established frontages from the Refectory down to Church Road
- Any illuminated sign on the front elevation of the building would be superfluous as it would be fairly obvious who is trading there
- The light pollution caused and visual impact to the surrounding house is utterly unacceptable
- Signage is likely to distract drivers
- Proposal would urbanize the character of the village
- Illuminated signs would conflict with historical buildings nearby
- Signage is out of character with the area and would have substantial negative visual impact
- Noise and disturbance associated with the proposed plant machinery (WA/2009/1707)

Planning Considerations

The main issues in this case are whether the proposal would have a detrimental impact upon public safety or amenity, taking into account the provision of the development plan where material, and any other relevant factors.

The Country Highway Authority has been consulted as part of the application and has raised no objection to the proposal from a highway safety perspective.

In its original form the scheme included an internally illuminated hanging sign to the northeast elevation. Following concerns expressed by officers this has been amended to change this to external illumination.

The location of the site within the Milford Conservation Area, and being neighboured to both sides by Grade II Listed Buildings, mean the Council's Historic Buildings officer has been consulted as part of the current application, and was in fact involved in the pre-application stage with the design of the

scheme. It is felt that the proposed signage and lighting are reasonable, bearing in mind the nature of the business and the need to provide legibility for customers. As a result, the proposal is not considered to cause demonstrable harm to the architectural integrity or setting of the adjacent Listed Buildings, whilst also preserving the character of the Milford Witley Conservation Area.

Members should be aware that the Red Lion is a redundant commercial building that has previously been subject of advertisement as consented under WA/1994/1360 and prior to that under WA/1989/0406. In addition, members should also be aware that careful consideration has been given by Tesco in regards to the form, design, scale and illumination of the proposed signage as a result of the sensitive nature of the site and feedback received from the Council's Historic Buildings officer at the pre application stage.

The letters of objection, whilst noted, are primarily concerned with the principle of such a use in this location and its impact on the vitality of the area, along with hours of operation and deliveries associated with the use. Members should be aware that such considerations are not material in the determination of the current application for Advertisement Consent. The points raised with specific regard to the signage are concerned with highway safety, (no objection from the County Highway Authority has been received in this regard), and impact on the adjacent Listed Building and visual amenities of the area. As the above report demonstrates, the Council's Historic Buildings Officer has raised no objection in regards to the adjacent Listed Buildings and Milford Conservation Area, and whilst external illumination is proposed to a number of the signs to the frontage, the existing use already benefits from Consent under WA/1994/1360 for illumination to the pole sign, fascia sign and projecting sign

Therefore, subject to a suitable condition to control luminance levels, along with standard conditions for advertisement, officers are unable to share the third party concerns in regards to the proposal causing material harm to the visual amenities of the area, character of the Conservation Area or setting of the adjacent Listed Buildings. The proposal is therefore recommended for approval.

RECOMMENDATION: That consent be ***GRANTED*** subject to the following conditions:

1. Condition
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

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. Condition
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

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. Condition
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

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Condition
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

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Condition
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

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. Condition
The illumination of the proposed sign(s) shall be of a non-intermittent type and shall be installed in direct accordance with the approved drawings and not thereafter be altered.

Reason

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. Condition
The illumination of the fascia signs to the northwest and northeast elevations, hanging sign to the northwest elevation, and projecting sign to the northeast elevation shall not exceed 250 cd/m2.

Reason

In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8. Condition
The plan numbers to which the decision relates are 1735/02K, 1735/04M, 1735/04K, 1735/05, 1735/07 and location plan at 1:1250. The development shall be carried out in accordance with the approved plans. No material variation from these plans shall take place unless otherwise agreed in writing by the Local Planning Authority.

Reason

In order that the development hereby permitted shall be fully implemented in complete accordance with the approved plans and to accord with Policies D1 and D4 of the Waverley Borough Local Plan 2002.

SUMMARY OF REASONS FOR GRANTING ADVERTISEMENT CONSENT

The development hereby granted has been assessed against the Development Plan policies: Policies D1, D4, D10 and HE8 of the Waverley Borough Local Plan 2002, Policies CC4, CC6, NRM5 and BE6 of the South East Plan 2009 and material considerations including third party representations. It has been concluded that the development would comply with the development plan and would not result in material harm that would justify refusal in the public interest.