

The Ebbisham Centre 7 The Derby Square High Street Epsom Surrey KT19 8AG

Erection of 3 illuminated and 8 non-illuminated fascia signs together with 5 illuminated and 8 non-illuminated other signs comprising directional, wall-mounted and frame mounted information signs, glazing and totem signs.

Ward:	TOWN
Contact Officer:	K.Haizelden

1 Plans and Representations

- 1.1 The Council now holds this information electronically. Please click on the following link to access the plans and representations relating to this application via the Council's website, which is provided by way of background information to the report. Please note that the link is current at the time of publication, and will not be updated.

Link: <http://eplanning.epsom-ewell.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=O48SJPGYKPL00>

2 Summary

- 2.1 This application is for renewed signage around The Ebbisham Centre public areas.

3 Site description

- 3.1 The Ebbisham Centre is one of the focal points of the town centre and contains Epsom's public library as well as other community facilities. The area around the centre is made up of a mixture of residential and commercial properties. On the street level there is a vibrant street café area outside the existing restaurants. The residential properties are situated at the upper levels of the development.

4 Proposal

- 4.1 This proposal is for new and replacement signage around the centre and existing Derby Square. The proposed signage will be placed at the entrance points to the square at Waterloo Road and the High Street to raise visibility of the area and further build upon the function of the area improving this important town centre asset.
- 4.2 The signage will introduce the new name Epsom Square and it is intended that this will raise the profile of this area in the town centre so that it is on par with the footfall in the primary area around the Ashley Centre. The new logo and corporate signage will be placed internally and externally and update the area.

4.3 After negotiation with the applicants the proposed colours to be used are turquoise blue/green backgrounds with white lettering. This has changed from the original orange first submitted that was felt to be out of keeping with The Ebbisham Centre and town centre generally.

5 Comments from third parties

5.1 The application was advertised by means of letters of notification to 51 neighbouring properties. To date (28.06.2016) one letter of objection has been received regarding:

- Agrees with the principle however feels the advert is garish and overbearing
- Does not agree with name change

6 Consultations

6.1 Surrey County Council Highways - 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.

6.2 Design and Conservation – had concerns with regard to the impact upon the listed building and heritage asset of the town centre. However the applicants have responded to these concerns and removed the sign from one side of the walkway back to the current position of the existing totem away from the listed building.

6.3 Town Centre Manager – has worked with the applicants to bring forward this proposal and supports the application.

7 Relevant planning history

Application number	Decision date	Application detail	Decision
00/00894/ADV	21.03.2001	Erection of internally illuminated advertisement sign and 2 No. externally illuminated banner signs.	Granted

8 Planning Policy

National Policy Planning Framework (NPPF) 2012

Chapter 2: Ensuring vitality of town centres

Core Strategy 2007

Policy CS14 Measures to improve Epsom Town Centre

Development Management Policies September 2015

Policy DM15 Advertisements

Supplementary Planning Guidance 2012

Shopfront Design Guide

9 Planning considerations

Character of the surrounding townscape

- 9.1 The application to replace existing signage and replace with new and additional signage will give a fresh new look to the area that is welcomed. The signage will provide new interest to this part of the town centre and allow better navigation to and from the square. In principle this is a commercial area and prime retail frontage illuminated signs are acceptable subject to detailed considerations.
- 9.2 At the existing car park entrance there will be a new illuminated Epsom Square sign placed on the blank brick wall above the entrance. This sign is approximately 2.5m x 2.5m in size. There would also be other signage placed at a right angle and this will increase the visibility of the car park on the train station side of town centre. The signs are acceptable in terms of visual amenity. Given this prominent town centre location and station entrance opposite the high level sign above the car park entrance is necessary to allow town centre users to navigate the best way to the car park and advertise the car park entrance. The entrance way is otherwise quite dark especially at night and on winters' afternoon and evenings from around 3.30pm when the daylight fades. The car park entrance can then be quite hidden. In this respect a new illuminated sign in this town centre location is welcomed.
- 9.3 Two illuminated totem signs are proposed for either path way leading into the square. There is one existing sign in this location that will be replaced. Similarly there is an existing large totem sign to the rear of this area and this will be replaced with the new style of totem signage. This will be acceptable in terms of visual amenity. These signs are similar in size and height to the existing signage in this location. These signs will aid in the navigation of the town square and are appropriate in the context of the town centre and other commercial signage in the area.
- 9.4 To the High Street there will be a large illuminated totem sign to replace the existing free standing signage; there will also be another free standing sign alongside. To the other end of this thoroughfare there will also be a free standing sign located to the bottom of the steps. This sign will help to reinforce the branding of the square and work as a book end to the signage at the other end of the walkway along the high street. The sign will be highly visible within the square and aid navigation to the shops, restaurants and facilities. Within the context of the town square and surrounding ground floor commercial premises this sign is acceptable and will not have an adverse impact on visual amenity.

- 9.5 There will be a similar large illuminated sign above the pedestrian entrance into The Ebbisham Centre. This sign will be placed on the stone work and be approximately 2.5m x2.5m in size. The sign will be highly visible and in place of the existing silver lettering. The sign will be seen from the High Street and give the whole Square a different brand and impression. It is hoped the new branding of the Square will give it a more clear identity in the town centre. The sign will be acceptable in terms of visual amenity and highway safety.
- 9.6 The remainder of the signs will be on the existing building in fascia locations. The renewed signage will produce a more coordinated cohesive look for the square. This complies with relevant policies and has regard to the existing visual amenity and will enhance the area. The new advertisements will be a positive addition to the square. This very visual investment in new signage will also benefit the town centre and increase the profile of the area.

Highway Safety

- 9.7 Surrey County Council –Highways have confirmed that there are no highway safety concerns with the proposed advertisements.

Community Infrastructure Levy

- 9.8 This application does not require any levy.

10 Conclusion

- 10.1 The new and replacement signage will have an immediate positive impact upon this part of the Town Centre. The signs will be a benefit to the square and this area generally.

11 Recommendation

- 11.1 Grant subject to conditions:-

Conditions:

- (1) **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.**
- (2) **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.**

- (3) 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.
- (4) 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.
- (5) 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:- (Conditions 1 - 5): To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of visual amenity.

- (6) The advertisement(s) permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

Reason: In the interests of visual amenity and/or public safety in accordance with Policy CS5 of the Core Strategy (2007) and Policy DM10 of the Development Management Policies 2015.

- (7) Prior to the commencement of development, details and samples of the materials advertisements together with details concerning the level of illuminations to be used for the advertisements shall be submitted to and approved in writing by the local planning authority. The development shall be carried out in accordance with the approved details.

Reason: To secure a satisfactory appearance in the interests of the visual amenities and character of the locality in accordance with Policy CS5 of the Core Strategy (2007) and Policies DM15 of the Development Management Policies 2015.

- (8) The development hereby permitted shall be begun before the expiration of five years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 (1) of the Planning and Compulsory Purchase Act 2004.

Informatives:

- (1) 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 paragraph 186-187 of the National Planning Policy Framework 2012.