This application has been referred to the sub-committee for determination as it is an application on behalf of the Council.

**Report**

**Description**

1. The application site contains a leisure complex with associated car parking and outdoor facilities located on Waterside Drive. The proposed signs would provide directions to the sports hub and the entrance and exit to the main car park.

**Constraints**

2. The relevant planning constraint is:
   - Area of Special Advertisement Control
   - Proximity to pipeline

**Policy**

3. In determining an application for advertisement consent a Local Planning Authority is required to exercise its powers in the interests of ‘amenity’ (both aural and visual amenity) and ‘public safety’ and those interests alone (Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007).

4. In addition to the above, the National Planning Policy Framework and the National Planning Practice Guidance, the following local policies and guidance are relevant to the determination of this application:

   - **Core Strategy 2011**
   - **CS3 – Walton on Thames**

   - **Development Management Plan 2015**
   - **DM1 – Presumption in favour of sustainable development**
   - **DM15 – Advertisements, shopfronts and signage**

**Relevant Planning History**

5. There is extensive planning history for the site. The most recent planning application is:

<table>
<thead>
<tr>
<th>Reference</th>
<th>Description</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/3371</td>
<td>Development comprising new football and athletics stadium with spectator seating and</td>
<td>Granted</td>
</tr>
</tbody>
</table>
detached two-storey building incorporating changing facilities, storage, function and club rooms; ancillary spectator shelter, floodlighting, car park lighting, football and sports pitches, new car park and access road, hard and soft landscaping, dog walking area, play equipment, gas vents and new electric substation following demolition of existing football club and facilities

Proposal

6. Advertisement consent is sought for the erection of 2 non-illuminated totem signs and 1 non-illuminated board sign.

7. The non-illuminated board sign would be located at the entrance to the sports hub and would have a maximum height of 2.3m and width of 1.3m. The main colours on the sign would be blue, orange and white with text and logos on.

8. The two non-illuminated totem signs would be located at the entrance and exit to the car park for the Xcel leisure complex. The entrance sign would have a maximum height of 2.3m and width of 1.3m. The main colours on the sign would be blue, orange and white with text and logos on. The exit sign would be set 0.8m from the ground with an overall height of 1.4m to the top of the sign. The width of the sign would be a maximum of 1.3m wide.

Consultations


10. CLH Pipeline – Comments to be reported orally.

Positive and Proactive Engagement

11. The revised National Planning Policy Framework requires local planning authorities to work with the applicant in a positive and proactive manner to resolve problems before the application is submitted and to foster the delivery of sustainable development. This requirement is met within Elmbridge through the availability of pre-application advice.

12. No formal pre-application advice was sought prior to submission of the application.

Planning Considerations

13. As set out in paragraph 132 of the NPPF, the quality and character of an area can suffer when advertisements are poorly placed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Policy DM15 goes on to state that advertisements should be well designed to ensure they do not harm the visual amenity of an area, are in proportion to their surroundings and do not result in undue clutter. Consideration will be given the size, materials, cumulative number and method of illumination, together with any impact on public or highway safety.

14. Therefore, the main planning considerations in the determination of this application are:

   - The impact on amenity
   - The impact on highway safety

The impact on amenity

15. In considering amenity, regard must be had to the effect on the appearance of the building or on the visual amenities in the immediate neighbourhood where the adverts are to be displayed. The adverts would be positioned on grass verges on Waterside Drive. The site is
outside the urban area and while it is within the Green Belt, adverts can only be considered on the amenity of the area. There is limited signage on Waterside Drive with most signage being highway signs. Whilst the height and colour of the advertisements would make them visible in the public domain, their overall size and positioning, being set apart and set back from the main highway would ensure that there would be no adverse impact on the visual amenity of the surrounding area. The three advertisements would be positioned in separate locations and given that there is no existing signage, the proposal would not result in undue clutter on the street scene. The signs would be non-illuminated, and this would ensure that there would be no adverse impact on the amenity of the area during the evenings and winter months.

16. As such, it is considered that there would be no adverse impact on the wider amenity of the surrounding area.

The impact on highway safety

17. It is considered that the proposed signage would have no impact on the safe operation of the adjacent public highway for vehicles or pedestrians. Surrey County Council as the Highway Authority have raised no objection to the proposals.

Matters raised in Representations

18. None.

Conclusion

19. In light of the above and any other material considerations, the proposal is considered to be in accordance with the development plan. Consequently, the recommendation is to grant advertisement consent.

The proposed development does not require a CIL payment

Recommendation: Grant Advertisement Consent

Conditions/Reasons

1 STANDARD ADVERTISEMENT - PERIOD
This express consent is granted for a period of five years from the date of this decision.

Reason: To accord with the provision of the Town & Country (Control of Advertisements) Regulations.

2 LIST OF APPROVED PLANS
The development hereby permitted shall be carried out in strict accordance with the following list of approved plans: Unnumbered Drawings titled 'entrance to car park', 'exit to car park', 'site plan', 'entrance to access road', received on 23 October 2018 and Unnumbered Drawings titled 'site plan' and 'site plan' received on 02 November 2018.

Reason: To ensure that the development is carried out in a satisfactory manner.

3 STANDARD ADVERTISEMENT - CONDITION
Any advertisement displayed, and any site for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with the provision of the Town & Country (Control of Advertisements) Regulations.

4 STANDARD ADVERTISEMENT - SAFETY
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 STANDARD ADVERTISEMENT - SATISFACTORY REMOVAL
Where any 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 accord with the provision of the Town & Country (Control of Advertisements) Regulations.

6 STANDARD ADVERTISEMENT - OWNER'S PERMISSION
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 accord with the provision of the Town & Country (Control of Advertisements) Regulations.

7 STANDARD ADVERTISEMENT - SITING
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 accord with the provision of the Town & Country (Control of Advertisements) Regulations.
1:1250 scale site plan for Elmbridge Xcel Sports Hub

A - Entrance to car park
B - Exit to car park
C - Entrance to access road

Note: All designs and layouts remain the property of Zoo Signs and Designs until payment has been received in full.

Company Name: Elmbridge Borough Council
Contact Name: Liz Taylor
Job Ref: 13563
Proof No: One
Artwork By: Michelle

Please tick one of the following:

☐ I confirm I have checked the drawing for layout and spelling. I find no mistakes or errors. I fully approve this drawing for production.
☐ I confirm I have checked the drawing for layout and spelling and have marked my amendments. I fully approve this drawing on the understanding that these amendments are carried out.

Approved by: .................................. Signed: .......................................... Date: ..............
Elmbridge Xcel Sports Hub - entrance to access road (‘Home to’ and ‘club logos’ applied separately if needing to be removed in future)

1250mm (w) x 2250mm (h) x 184mm (d) curved face totem sign with aluminium panels and internal aluminium posts. To be fixed at ground level.

Welcome to Xcel Sports Hub

2 Synthetic turf pitches
Grass pitch
8 lane athletics track
Dual aspect stadium with spectator seating and changing
Function room and bar

Home to:

Sports Hub Entrance

Note: All designs and layouts remain the property of Zoo Signs and Designs until payment has been received in full.

Company Name: Elmbridge Borough Council
Contact Name: Liz Taylor
Job Ref: 13563

Description: Signage for Xcel Leisure Centre
Please note: Proof colours are only intended as a representation of final colours

Proof No: One
Artwork By:
Michelle

Please tick one of the following:

☐ I confirm I have checked the drawing for layout and spelling. I find no mistakes or errors. I fully approve this drawing for production.

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Approved by: ___________________________  Signed: ___________________________  Date: _____________
Elmbridge Xcel Leisure Complex - entrance to car park

1250mm (w) x 2250mm (h) x 184mm (d) curved face totem sign with aluminium panels and internal aluminium posts. To be fixed at ground level.

### Description:
- **Leisure Complex Entrance**
- **Welcome to Xcel**
  - LEISURE COMPLEX
  - Welcome to
  - Competition pool
  - Teaching pool
  - Climbing wall
  - Sports hall
  - Squash courts
  - Studios
  - Health & fitness suite
  - Synthetic turf pitch
  - Creche
  - Café

### Technical Details:
- **Size:**
  - Width: 1250mm
  - Height: 2250mm
  - Depth: 184mm

### Artwork By:
- **Michelle**

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**Note:** All designs and layouts remain the property of Zoosigns and Designs until payment has been received in full.

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Approved by: ----------------- Signed: ----------------- Date: ---------
Elmbridge Xcel Leisure Complex - exit to car park

1250mm (w) x 625mm (h) x ??mm (d) curved face aluminium sign on 75mm aluminium posts

<table>
<thead>
<tr>
<th>Top view</th>
<th>1250mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>800mm from ground to base of sign</td>
<td>1425mm from ground to top of sign</td>
</tr>
<tr>
<td>625mm</td>
<td>100 mm</td>
</tr>
<tr>
<td>142 mm</td>
<td>184mm</td>
</tr>
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**Please note:** Proof colours are only intended as a representation of final colours.

**Company Name:** Elmbridge Borough Council

**Contact Name:** Liz Taylor

**Job Ref:** 13563

**Artwork By:** Michelle

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**Description:** Signage for Xcel Leisure Centre

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