



Planning Services  
Epsom & Ewell Borough Council  
Town Hall  
The Parade  
Epsom  
Surrey  
KT18 5BY

**Via Planning Portal**  
**PP- 09364635**

23 December 2020

Dear Sir/Madam,

**42 High Street, Epsom, Surrey, KT19 8AH | Consent to Display an Advertisement**

On behalf of our client, Camile Thai, please find enclosed an application for express consent to display advertisements at 42 High Street, Epsom, Surrey, KT19 8AH.

In addition to this covering letter, the submission comprises the following documents:

- Application form signed and dated;
- Site Location Plan and Block Plan (drawing ref. 449 EP 105); and
- Proposed Side and Front Elevations, including advertisement dimensions (drawing ref. 449 EP 106).

The planning application fee of £132 has been paid directly to Epsom & Ewell Borough Council via the Planning Portal.

**BACKGROUND**

The site is located at 42 High Street, Epsom, Surrey, KT19 8AH, within Epsom Town Centre and immediately adjacent to Derby Square. The unit falls within a Primary Shopping Area, and along a Primary Retail Frontage.

The site falls within Epsom Town Centre Conservation Area, however it should be noted there are no listed buildings on, or in close proximity to, the site.

The site was formerly occupied by Maplin for electronics retail.



On 4 November 2020, planning permission was granted at 42 High Street, Epsom, for the subdivision of the existing A3 unit to form two units, comprising 1 x A3 unit and 1 x A3 / A5 unit (and any subsequent E use class) (LPA ref. 20/01106/FUL).

Camile Thai are to occupy the permitted single A3 unit on the west of the subdivision. This application seeks to secure advertisement consent for the permitted A3 (now Class E) unit.

## THE PROPOSAL

This application seeks consent for the installation and display of the following signs:

- 3x internally illuminated fascia signs.

These consist of 2x signs with internal illuminated lettering (with 1x sign on the south (High Street) and 1x sign west (Epsom Square) elevations); and 1x internally illuminated roundel sign on the south-west, corner elevation, above the consented shopfront entrance. Each sign has the following key details:

Details	Fascia 1 (Lettering – West Elevation)	Fascia 2 (Lettering – South Elevation)	Fascia 3 – Roundel Sign
Height (mm)	3005	3005	3005
Dimensions (mm)	850x3700	850x4000	1100x1100
Illumination Level (Luminans)	7000Lm-8000 Lm	7000Lm-8000 Lm	7000Lm-8000 Lm

Full detail of the proposed adverts has been provided in the supporting drawing pack attached to this application.

## PLANNING POLICY AND GUIDANCE

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Under Paragraph: 026 Reference ID: 18b-026-20140306 of the Planning Practice Guidance (PPG), this is recognised this to mean that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers



the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals.

### National Policy

The National Planning Policy Framework (NPPF) sets out how the planning system will contribute to achieving sustainable development. In order to facilitate this, planning must not simply be about scrutiny, but a creative exercise in finding solutions to improve the places in which we live our lives.

To achieve this paragraph 11 includes a 'presumption in favour of sustainable development' for both plan making and decision taking. This means approving proposals that accords with development plan without delay.

The Government is also committed to supporting economic growth, with paragraph 80 stating:

*"Planning policies and decisions should help create the conditions in which business can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for growth."*

Paragraph 132 of the NPPF sets out that advertisements should be subject to control only in the interests of amenity and public safety, considering cumulative impacts.

### Epsom and Ewell Core Strategy 2007

Policy CS1 expects development and use of land to contribute positively to the social, economic and environmental improvements necessary to achieve sustainable development.

Policy CS5 seeks to protect and enhance the Borough's heritage assets including conservation areas. High quality and inclusive design will be required for all developments. It states that development should:

- create attractive, functional and safe public and private environments;
- reinforce local distinctiveness and complement the attractive characteristics of the Borough;
- make efficient use of land and have regard to the need to develop land in a comprehensive way.

Policy CS14 states that measures to improve Epsom town centre, including new development, will be encouraged especially where they help it to adapt and reinforce its role in meeting the needs of the local community and acting as a focus for a range of activities (including retail, cultural, business, leisure and residential) and where they recognise and build on the distinctive character of the place.

### Epsom and Ewell Development Management Policies Document (2015)

Policy DM8 (Heritage Assets) states that every opportunity should be taken by new development to conserve and enhance the Borough's Heritage Assets.

Policy DM9 (Townscape Character and Local Distinctiveness) sets out that the following considerations will be assessed of development proposals:

- compatibility with local character and the relationship to the existing townscape and wider landscape;
- the surrounding historic and natural environment;
- the setting of the proposal site and its connection to its surroundings; and
- the inclusion of locally distinctive features and use of appropriate materials reinforce local distinctiveness and complement the attractive characteristics of the Borough.

Policy DM10 (Design Requirements for New Developments) requires development proposals to incorporate principles of good design. Proposals should contribute to the character and local distinctiveness of a street or area in which they are located.

Policy DM15 (Advertisements and Hoardings) states that proposals for advertising hoardings and other advertisements must demonstrate that their design and siting:

- does no demonstrable harm to the character of the surrounding townscape; and
- has regard to the interests of amenity and public safety (including for disabled people) and highway safety.

When determining proposals for new advertising displays, the Council will consider whether they would have an adverse effect upon:

- a Conservation Area and its wider setting;
- Listed Buildings or Buildings of Townscape Merit;
- predominantly residential areas.

Where necessary the Council will use their powers to remove any advertisement or hoarding erected without permission and where appropriate and practical, to challenge existing hoardings and advertisements that cause substantial injury to visual amenity and public safety, including for disabled people.

### Epsom Town Centre Area Action Plan (April 2011)

Policy E4 defines the Primary Shopping Area and Primary Retail Frontage within Epsom Town Centre. This policy seeks to support the operation of A1, A2 and A3 uses within the town centre.



## **PLANNING CONSIDERATIONS**

### Principle of Development

As detailed within national and local planning guidance, shopfront signage should make a significant contribution to the character and experience of Epsom Town Centre.

The proposed adverts will improve the functionality of the retail unit, allowing Camile Thai to occupy the unit and provide an active frontage, therefore aligning with policy CS1 and CS14 of Epsom and Ewell Core Strategy.

### Heritage and Design

In accordance with Policy CS5 of Epsom's Core Strategy and policies Policy DM8, DM9 and DM10 of Epsom's Development Management Policies Document, the adverts are of high-quality design which contributes positively to the retail character of the site and surrounding area. This is particularly the case given the previous context of the Maplin signage.

In accordance with local guidance, the proposals are modest and of an appropriate scale and reflects the proportions of the building. The design and appearance of the proposals do not adversely impact the local landscape and seeks to enhance the setting of the Epsom Town Centre Conservation Area, in which the site is situated, in accordance with Policy DM8.

The illumination on the sign will be limited, consisting only of static LED lighting to the individual lettering to the front and side elevation and to the corner roundel. The design, and muted illumination, would cause no harm to the setting of the Conservation Area as against the existing situation.

### Safety

The illumination, materials, detailing and colours of the advertisements have been carefully selected to respect to the character and appearance of the local area.

Illumination would be limited, minimal and tasteful, as described above, and when considered as a whole, would not be excessively bright. As such, the proposal would have a limited impact on highway safety. The proposals would therefore accord with Policy DM15 on Advertisements and Hoardings.

### Amenity

As required by Policy DM15, the proposed adverts will have minimal impact on neighbouring amenity. The signs are modest and appropriate for the location of the unit. The illumination levels will have no impact upon highway safety or neighbouring amenity.



## CONCLUSION

The proposed adverts are necessary for the day-to-day operation of the unit by advertising its presence to customers approaching the site. The adverts provide clear directional aid for customers to ensure a comfortable shopping experience.

There can be no dispute that businesses need to advertise, and that planning policy decisions should support businesses in accordance with paragraph 80 of the NPPF.

In keeping with national and local policy and guidance, as well as Epsom's supplementary planning guidance, the proposed adverts respect the local context and character, whilst integrating well with the surrounding street scene. The proposal respects the form, fabric, design and scale of their setting and host building, as well as providing high-quality design.

It is clear the proposed advertisements adhere to national policy and guidance, as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the NPPF, and the PPG, which states that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused.

We conclude that the proposed signs do not result in harm to the character and appearance of the area and are acceptable on amenity grounds, as set out in paragraph 132 of the NPPF. Nor do they cause harm to the setting of the Conservation Area against the existing situation.

We trust you have everything required to validate and determine this application within the statutory time frame. Should you wish to discuss any aspect of this application, please do not hesitate to contact me.

Yours faithfully

A solid black rectangular box used to redact the signature of Ross Williamson.

Ross Williamson

Enc : As listed above