

This matter is being dealt with by  
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Planning Department  
Epsom and Ewell Borough Council  
Town Hall  
The Parade  
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KT18 5BY

Our ref: .6.1185304.2.MR.  
Your ref: PP-09684353

31 March 2021

By online submission only

Dear Planning,

### **Consent to Display an Advertisement**

#### **Proposal to erect x1 internally illuminated totem sign**

**At Lidl, 1 Epsom Court, 40 Upper High Street, Epsom, Surrey, KT17 4ER**

### **Planning and Design Statement**

#### **Introduction**

1. We write on behalf of Lidl Great Britain Ltd ("the applicant") in relation to the above advertisement proposal, submitted electronically today via the Planning Portal. A payment of £132.00, the correct fee for an application of this type, has been sent via BACS.
2. This Planning and Design Statement will outline a brief description of the application site, including its location and relationship to the surrounding high street. It will then describe the proposed advertisements before assessing the proposed advertisement against the relevant local and national planning policy framework.
3. Enclosed with this application are the following documents that should be read in conjunction with this Planning and Design Statement:
  - Site Location Plan
  - Proposed Signage Details, drawing no. 00-XX-DR-A-91-0008 Rev. C1, prepared by Space Architects
  - Lighting Illuminance Details, prepared by Swarco

#### **Planning History**

4. The planning history for the Lidl Epsom site is an important consideration in understanding the background to the proposed advertisements. For the purposes of this advertisement consent application, only the planning history since the grant of permission for a new supermarket on-site is provided.

Application Reference	Description of Development	Date of Decision	Decision
17/00001/FUL	Proposed Mixed Use Development comprising food retail store (class A1) together with 30 residential apartments, access, parking, servicing and landscaping (as amended)	Permit	06/03/2018
18/01559/REM	Variation of Condition 2 (Plans) and Condition 7 (Car Parking) of application ref: 17/00001/FUL (Proposed Mixed Use Development comprising food retail store (Use Class A1) together with 30 Residential Apartments, Access, Parking, Servicing and Landscaping (as amended)) approved 06/03/2018, to allow for alterations to the elevations.	Permit	22/01/2020
20/00592/ADV	3no projecting signs and 1no poster display unit	Permit	17/06/2020

5. In the Officers Report that accompanied advertisement consent ref: 20/00592/ADV, the delegated Officer, at section: Impact on Proposed Amenity considered the proposed illuminated advertisements “*to be modest in their scale in comparison to the approved retail elements of the proposals*” and that the proposed signs “*would not be of a location or appearance that would be out of character with the approved scheme*”. It is evident that the Council consider the locating of advertisements, in and around the main site entrance area, to generally be an acceptable location.
6. The proposed advertisements, marked C and D on the attached Proposed Signage Details Plan improve the main site entrance by heightening its visibility when approaching from the surrounding road network, enhancing site functionality and legibility whilst not unduly impacting upon the pedestrian environment or highways network surrounding the site.

## Site Description and Surrounding Area

### *i. Site Description*

7. The application site is a brownfield site located upon Upper High Street, Epsom. To the south lies the Depot Road public car park. The applicant is currently finalising the construction phase of the Class A1 food retail store and the 30 residential apartments, permitted under planning permission ref: 18/01559/REM. The application site extends to 0.486 hectares.

### *ii. Surrounding Area*

8. The application site is located within the Upper High Street Area of Epsom. The Plan E: Epsom Town Area Action Plan notes that this area of Epsom dates from the Victorian period and that the area is now largely located within the Town Centre Conservation Area. The application site is outside of the Conservation Area however, and does not border the

heritage asset, located *circa*. 100m west of the application site and separated by modern development at Upper High Street.

9. The surrounding area is primarily retail establishments, offices and hot food takeaways, with the Council at paragraph 3.17 of the Epsom Town Area Action Plan noting that Upper High Street is considered to be a secondary retail frontage. The Area Action Plan, at section: public open space also identifies that the overall quality of the public realm within the area is poor.
10. Within the context of the Plan E Area Action Plan for Epsom Town Centre, the site to the north of the application site, identified as Site C Pickard House is identified as an “other opportunity site” and it is evident that there has been a degree of substantial change in the surrounding area in recent years by virtue of newer, larger developments including the Class E(g)(i) offices adjacent to the application site to the west, and the large Epsom Odeon Cinema to the west.

### **The Proposed Advertisements**

11. The proposed advertisements, identified as C and D on the attached Proposed Signage Plan comprise x1 freestanding, internally illuminated totem sign at the site entrance at Upper High Street, in the north-western corner of the site, and x1 unilluminated directional sign at the foot of the proposed totem sign.
12. A full colour palette, together with the dimensions of the proposed advertisements is provided on the attached proposed Signage Details Plan, prepared by Space Architects. The maximum level of illuminance of the proposed totem advertisement, alongside the average illuminance of the advertisement is demonstrated within the attached Lighting Illuminance Details document, prepared by Swarco. The totem will be illuminated by internal LEDs.
13. The materials to be used for the advertisement totem comprise a steel structure, which is covered with aluminium cassettes where acrylic parts are deposited. The materials to be used for the directional advertisement are the same as the totem.

### **The Development Plan and other material considerations**

#### *i. The Development Plan*

14. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires that “where in any determination under the planning Acts, regard is to be had to the Development Plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise.
15. For this proposal, the Development Plan comprises the relevant policies of the Epsom and Ewell Core Strategy (2007) together with Plan E: Area Action Plan for Epsom Town Centre (2011) and the Epsom and Ewell Development Management Policies Document (2015).
16. The Council are at an early stage in preparing a new Local Plan and have consulted on a series of options. However, given the very early stage of preparation of the Emerging Local Plan no weight can be afforded to any option or proposal it may currently contain.

17. The Development Plan is dated and as such predates the introduction of the Framework in 2012 and the latter's review in 2018 and 2019. In accordance with paragraph 213 of the framework, due weight will be given to these policies according to their degree of consistency with this Framework (the closer the policies in the plan to the policies in the Framework, the greater the weight that may be given).
18. Relevant Supplementary Planning Documents (SPDs) include the Council's Upper High Street, Depot Road and Church Street Development Brief (2012).
19. Upon review of the Core Strategy (2007), the following policies are of relevance:
  - Policy CS1
  - Policy CS5
  - Policy CS14
20. Upon review of the Plan E Town Centre Area Action Plan, the following policies are of relevance:
  - Policy E1: Town Centre Boundary
  - Policy E9: Public Realm
21. Upon review of the Development Management Policies Document (2015), the following policies are relevant:
  - Policy DM9: Townscape Character and Local Distinctiveness
  - Policy DM10: Design Requirements
  - Policy DM15: Advertisements and Hoardings
22. The following sections of the Framework (2019) are also of relevance:
  - Section 2: Achieving sustainable development
  - Section 12: Achieving well designed places

*ii. Planning Policy Assessment*

23. The proposed advertisements are considered to be in accordance with the objectives of Policy DM15 of the Development Management Document DPD and Section 12 of the Framework. The proposed development will provide a wholly proportionate advertisement totem sign that will direct site users into the site by the main entrance, from Upper High Street. The totem sign is positioned so that it assists in directing users safely into the site, whilst ensuring that there is no undue impact upon the surrounding public realm and highway network and will demonstrably meet the objectives of Policy CS5, which requires new development to create functional and safe public and private environments.
24. The Officers Report that accompanied advertisement consent 20/00592/ADV identified this area of the site as being one where advertisements were originally permitted, with the proposed advertisement mirroring that found on the new store in terms of overall scale and appearance. The locating of advertisements in this corner of the site, in proximity to the main site entrance and store entrance has already been considered as acceptable by the Council, with the proposed signs aiding in the effective operation and circulation of vehicles and pedestrians.

25. The proposed materials match those already in place on the Lidl store, as secured under advertisement consent permission 20/00592/ADV and are of a wholly proportionate scale and massing in comparison to the new retail store. The existing advertisement consent on-site secured a Lidl advert with a width of 2.8m located above the main store entrance; the proposed totem sign is only 2.1m width in comparison. The overall height of the proposed totem is also similar to that which has already been granted consent on-site. The advertisement will be visually continuous with the permitted developments on-site and will bring continuity to the surrounding area, in accordance with Policy CS5 of the Core Strategy and Policies DM10 and DM15 of the Development Management Document.
26. The level of lighting achieved by the proposed development will not exceed 455cd/m<sup>2</sup>, with an average luminance of 432cd/m<sup>2</sup> and will match the levels of illuminance already in-place at the store. This level of illuminance is not considered excessive, and will not impact upon surrounding public amenity in anyway. This luminance should also be considered in the context of the existing surrounding public realm, with there being several examples of lit street signs and street lights the length of Upper High Street. The Council has also permitted similar, illuminated developments at the Cooperative Store, 9 Upper High Street to the west of the site, towards Epsom Town Centre Core.
27. The lit totem sign is not at a height or location where it will distract road users, nor the public from safely crossing the site entrance or from entering/exiting the site. The proposed advertisements are sufficiently set back into the site to ensure that visibility splays into and out of the site are retained, in full accordance with Policy DM15.
28. The Council's adopted Plan E: Town Centre Area Action Plan identify the eastern end of the Epsom Town Centre Area and Conservation Area as being an area where new development should occur. The proposed advertisements will correspond to the new retail store on-site and will encourage trips into, and out of Epsom Town Centre and the new convenience store, in accordance with Policy E1 of the Town Centre Action Plan and Policy CS14 of the Core Strategy. This aforementioned policy specifically gives support to proposals that will improve Epsom Town Centre and help it to adapt and reinforce its role on meeting the needs of the local community.

## **Conclusions**

29. The proposed advertisements in the north-western corner of the Lidl Store site at Upper High Street, Epsom is evidently in accordance with the Development Plan for Epsom and Ewell Borough. The scheme has been informed by better place-making principles and reflects a suitable design that accords with the surrounding environment.
30. The proposal is in accordance with the principles laid out within the Council's Development Management Policies Document and the design and location of the proposed advertisements would be in keeping with policies DM14 and DM15 of the Development Plan. The proposed advertisements would aid the general appearance and legibility of the site by guiding visitors into the site by the main entrance, and towards the allocation parking spaces. The proposed illuminated totem will also aid future site users in locating the site entrance. It is considered that the proposals will also have no impact upon public amenity, in accordance with policies DM14 and DM15 of the Council's Development Management Policies Document and paragraph 132 of the Framework.

31. We look forward to hearing from you at your earliest convenience in relation to this application for advertisement consent. If you have any queries or concerns, or require any additional information on the proposals, please do not hesitate to contact either Matthew Roe or David Prichard at this office.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Matthew Roe', written in a cursive style.

**Matthew Roe MRTPI**

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**Encs**

**CC: Abigaile Ashington-Pickett, Senior Consultant – Acquisitions, Lidl Great Britain Ltd**