

6th May 2021

REF: BIRC1003

Epsom and Ewell Borough Council
Town Hall
The Parade
Epsom
Surrey
KT18 5BY

Dear Sir/Madam

Lower Mill Apartments, Kingston Road, Ewell, Surrey – Advertisement Consent

On behalf of our client, Birchgrove, I am pleased to submit an application via the Planning Portal (reference PP-09811048) for advertisement consent in relation to the above site.

The application comprises the following:

- Application form and certificate
- Site Location Plan (0657-SP-SL-PL-G20-006 E)
- Drawings to define the details of the advertisement sign prepared by Voyage Brand

The relevant application fee of £462 has been paid via the Planning Portal.

Background

The application site comprises land and buildings at Lower Mill. It is located on the southern edge of Ewell village and is accessed via Kingston Road. The site is situated between the Salesian College Playing Fields to the south and the Hogsmill River with associated woodland area, the railway line to the west and residential development along Kingston Road and Meadow Walk to the north and east.

Planning permission was granted (ref 18/00743/FUL) on the 19th July 2019 for the demolition of an existing office building and redevelopment of the site to provide 53 extra care apartments with associated facilities (within Class C2), including the conversion and alteration of the Grade II Listed Mill House and Granary Buildings, with parking, access, landscaping and other associated works. The approved development is nearing completion on site.

Proposed Advertisement

It is proposed to display 4 x Heras Panel Covers to the southern boundary of the site. The signs will be made from mesh with hem and eyelets measuring 3.3m by 2m in size. Each cover will be fixed to fencing via a cable tie.

In addition, it is proposed to display 2 x feather flags made from a knitted polyester with a dye sublimation surface print that will show through on the reverse. The signs are to be displayed to the east of the site at each side of the entrance access measuring a maximum height of 4.1m (including base).

Furthermore, it is proposed to display 1 x pavement sign made from a steel tube frame with aluminium panel. This will be printed in colour on both sides and displayed to the east at the site entrance.

All of the proposed the signs will advertise the opportunity to reserve the apartments that are currently under construction with contact details displayed. The use of various Birchgrove colours are implemented across all of the proposed advertisements.

The accompanying "Proposed Advertisement Details" document includes a site plan on page 3 and specifies the location of each sign. Images of the proposed appearance of the signs are also within this document which specifically details each sign to be displayed at the site.

Planning Assessment

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that applications for advertisements can only be determined on the grounds of public safety and amenity.

In addition, the Epsom and Ewell Development Management Policies Document includes Policy DM15 (Advertising and Hoardings). This sets out that proposals for advertising 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.

The proposed advertisements will not be illuminated and will use modest text, colours and graphics. As such it is not considered to have a detrimental impact on visual amenity of the surrounding townscape. The signs will also not obstruct the safe use and operation of traffic or transport in the area so will not result in any impact to highway safety. The proposal is therefore considered to comply with national and local planning policy.

We look forward to confirmation that the application is valid. If you have any queries in the meantime, please do not hesitate to contact me.

Yours sincerely



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Senior Planner

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