

## PLANNING APPLICATIONS COMMITTEE

26<sup>th</sup> October 2023

Item No:

UPRN

APPLICATION NO.

DATE VALID

23/P2123

04/08/2022

**Address/Site:** Outside 13 Station Buildings, Coombe Lane, Raynes Park

**(Ward)** Raynes Park

**Proposal:** ADVERTISEMENT CONSENT FOR THE PROPOSED INSTALLATION OF ADVERTISED COMMUNICATION HUB UNIT WITH DEFIBRILLATOR.

**Drawing Nos:** Site Plan and Images (A02282 Rev A); Covering Letter; Communications Brochure; Management Plan; Merton Hub Specification; Merton Reinstatement; Merton Sustainability; Who is CHT 2.

**Contact Officer:** Brenda Louisy-Johnson (0208 545 3169)

---

### RECOMMENDATION

**GRANT Advertisement Consent Subject to Conditions**

---

### CHECKLIST INFORMATION

- Heads of agreement: No
- Is a screening opinion required: No
- Is an Environmental Statement required: No
- Has an Environmental Impact Assessment been submitted: No
- Press notice: No
- Site notice: Not required
- Design Review Panel consulted: No
- Number of neighbours consulted: 17
- External consultations: None
- Flood Zone: Flood Zone 1

### **1. INTRODUCTION**

- 1.1 The application has been brought before the Planning Applications Committee due to a Councillor call-in request by Councillor Matthew Willis.

## **2. SITE AND SURROUNDINGS**

- 2.1 The application site is located on the footpath on the south side of Coombe Lane, outside 13 Station Buildings. The surrounding area comprises retail properties.

## **3. CURRENT PROPOSAL**

- 3.1 Advertisement consent is sought for the advert panel installation of an advertised communication unit with defibrillator and telephone.
- 3.2 The proposal would have a height of 2.63 m, width of 1.38 m and depth of 0.3 m with 0.6 m overhang.
- 3.3 The advert panel would be on the east facing elevation and the defibrillator and telephone on the west facing elevation. It would have a dark grey and block pallet appearance.
- 3.4 Amended plans: The proposal has been amended by re-positioning the proposed unit by 0.3 m closer toward the edge of the public pavement with the road.

## **4. PLANNING HISTORY**

23/P2431 –FULL PLANNING CONSENT FOR THE PROPOSED INSTALLATION OF ADVERTISED COMMUNICATION HUB UNIT WITH DEFIBRILLATOR– Pending Decision.

## **5. POLICY CONTEXT**

### **5.1 Adopted Sites and Policies Plan and Policies Maps (July 2014):**

DM D2 Design considerations in all developments  
DM D5 Advertisements

### **5.2 Adopted Core Strategy (July 2011)**

CS14 Design  
CS18 Active Transport  
CS20 Parking, Servicing and Delivery

### **5.3 London Plan (2021)**

SI 6 Digital connectivity infrastructure  
D8 Public Realm  
D4 Delivering Good Design

#### 5.4 **National Planning Policy Framework (2023)**

Chapter 10: Supporting high quality communications  
Chapter 7 Ensuring the vitality of town centres  
Chapter 8 Promoting healthy and safe communities  
Chapter 12 Achieving well designed places

### 6. **CONSULTATION**

- 6.1 The application has been publicised by means of individual letters sent to occupiers of neighbouring properties and site notice. There have been no neighbour representations received.

#### **Consultee comments**

#### 6.2 Highways Officer:

Original comments:

The communication unit is shown on the submitted drawing as being 800mm from the kerbline when it should be 450 from the kerbline to allow sufficient space for pedestrian movement.

Revised comments following receipt of amended plans:  
Proposal now acceptable.

### 7. **PLANNING CONSIDERATIONS**

The key issues in the assessment of this planning application are:

- Principle of development
- Visual Amenity
- Use of the Highway

#### 7.1 **Principle of development**

- 7.11 Chapter 10 of the NPPF supports high quality communications. The communication hub unit with defibrillator represents high quality communications for the public and is increasing becoming the way forward for public use communications. The communication hub unit would be located in a busy high street location where it would be easily accessible to the public.
- 7.12 Policy DM D5 requires that advertisements are of high quality design and that the quality, character and amenity of the borough is not diluted or undermined by inappropriate or excessive advertising on buildings, in the street or on site frontages. DM D5 also requires decisions to have regard to public realm enhancement schemes and regeneration initiatives, to ensure they are not diluted or undermined by inappropriate proliferation of advertisements.

7.13 The site lies within the town centre of Raynes Park wherein principle new advertisements can be considered acceptable. As such, the principle of development is therefore acceptable subject to other planning considerations given consideration below.

## **7.2 Visual Amenity**

7.21 Core Strategy Policy CS14, London Plan Policy D4 and Merton SPP Policies DM D1 and DM D2 seek to ensure a high quality of design in all development, which relates positively and appropriately to the siting, rhythm, scale, density, proportions, height, materials and massing of surrounding buildings and existing street patterns, historic context, urban layout and landscape features of the surrounding area.

7.22 Policy DM D5 requires that advertisements are of high quality design and that the quality, character and amenity of the borough is not diluted or undermined by inappropriate or excessive advertising on buildings, in the street or on site frontages. DM D5 also requires decisions to have regard to public realm enhancement schemes and regeneration initiatives, to ensure they are not diluted or undermined by inappropriate proliferation of advertisements.

7.23 The proposed communication hub would be large enough to be noticed with a busy high street location and would also be proportionate to surrounding buildings. The proposed communication hub would add to street furniture, but they are becoming reasonably common features of the high street to aid communication and public health and consideration of their visual presence must be balanced against this necessity. The location is such that the surroundings are commercial in nature where there are a variety of commercial shops. Further, there are some existing street furniture present in the locality, such as bins, lamppost, trees, letter box and bus stop. It is considered that the visual amenity of the busy street scene would not be adversely affected by the presence and appearance of the communication hub unit with defibrillator. The design of the unit would have a mixture of grey and black appearance and would therefore be neutral colours for the streetscene. The overall height and width is not considered to be excessive and would not cause a visually harmful impact on the streetscene, given the context of the location.

7.24 The proposed unit has been moved closer to the pavement edge upon request from the Highways Officer which results in the unit being less of an obstruction to users of the pavement. It is therefore considered the advertisement panel would not have an undue detrimental impact on the character and appearance of the pavement or wider street scene and is compliant with Policies DM D5 and DM D2.

## **7.3 Use of the Highway**

7.31 Core Strategy policies CS18 and CS20 requires that development would not adversely affect pedestrian or cycle movements, safety, the convenience of local residents, street parking or traffic management.

7.32 Pedestrian should be able to use the footpath of highways without barriers impeding movement. The Highway Officer commented that the communication hub unit was too far away from the kerblines and that it should be nearer the kerblines to allow for sufficient room to facilitate the free flow of movement of pedestrians and not act as a barrier to this. The Applicant has amended the scheme in line with the Highway Officers' comments. As such, the proposal is acceptable with respect to the use of the highway. The advertisement display would be an LDC screen facing east and the Council's Highways Officer has not raised concern with regards to any impact on users of the public highway when displaying digital advertisements. The proposal is therefore considered to be acceptable in regards to transport and highway safety and would comply with Policies CS18 and CS20.

#### **7.4 Neighbouring amenity**

7.41 Merton's Sites and Policies Plan 2014 policy DM D2 states that proposals must be designed to ensure that they would not have an undue negative impact upon the amenity of neighbouring properties in terms of pollution, light spill/pollution, loss of light, quality of living conditions, privacy, visual intrusion and noise.

7.42 The proposed advertisement panel would be sited in a commercial area wherein commercial units are the closest type of surrounding uses to the site. Although no third party objections have been received in regards to the location of the proposed unit and its proximity along the pavement to the commercial units, it has been relocated so it is closer to the kerb as requested by the Highways Officer. This helps to mitigate the impact of the proposal on the obstruction of pedestrians and cyclists. Whilst there would be some cross-road views from flats to the north and north-east of the site, this would be at a long distance as such that the advertisement panel would not cause harm. The first floor unit at 9 Station Buildings is positioned to the west of the proposed unit and would be at a reasonable distance from the proposed unit. In any event, the western side of the unit would comprise the telephone and defibrillator aspect of the unit and would not cause any wider visual glare.

7.43 As such, within this setting, the proposed panel and illumination levels of 300 Cd/m<sup>2</sup> are considered acceptable and would not cause undue harm to the neighbouring amenity. Therefore, the proposal is compliant with Policy DM D2 in this regard.

#### **8. CONCLUSION**

8.1 The proposal is acceptable with respect to all relevant advertisement considerations. Therefore, advertisement consent is recommended to be approved, subject to conditions.

#### **RECOMMENDATION**

**GRANT ADVERTISEMENT CONSENT subject to the following conditions:**

- 1 Permission Expires (Advert Consent) - This consent shall expire 5 years from the date of this decision.

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 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 Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Hazards - No advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), obscure or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air, or 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 Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Clean and Tidy Condition - 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.

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 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.

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 Removal if Necessary - 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: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 Approved Plans - The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Plan and Images (A02282 Rev A); Covering Letter; Communications Brochure; Management Plan; Merton Hub

Specification; Merton Reinstatement; Merton Sustainability; Who is CHT 2.

Reason: For the avoidance of doubt and in the interests of proper planning.

# London Borough of Merton

## Communication HUB Proposal

o/s 13 Station Buildings Coombe Lane  
Raynes Park SW20 8NE

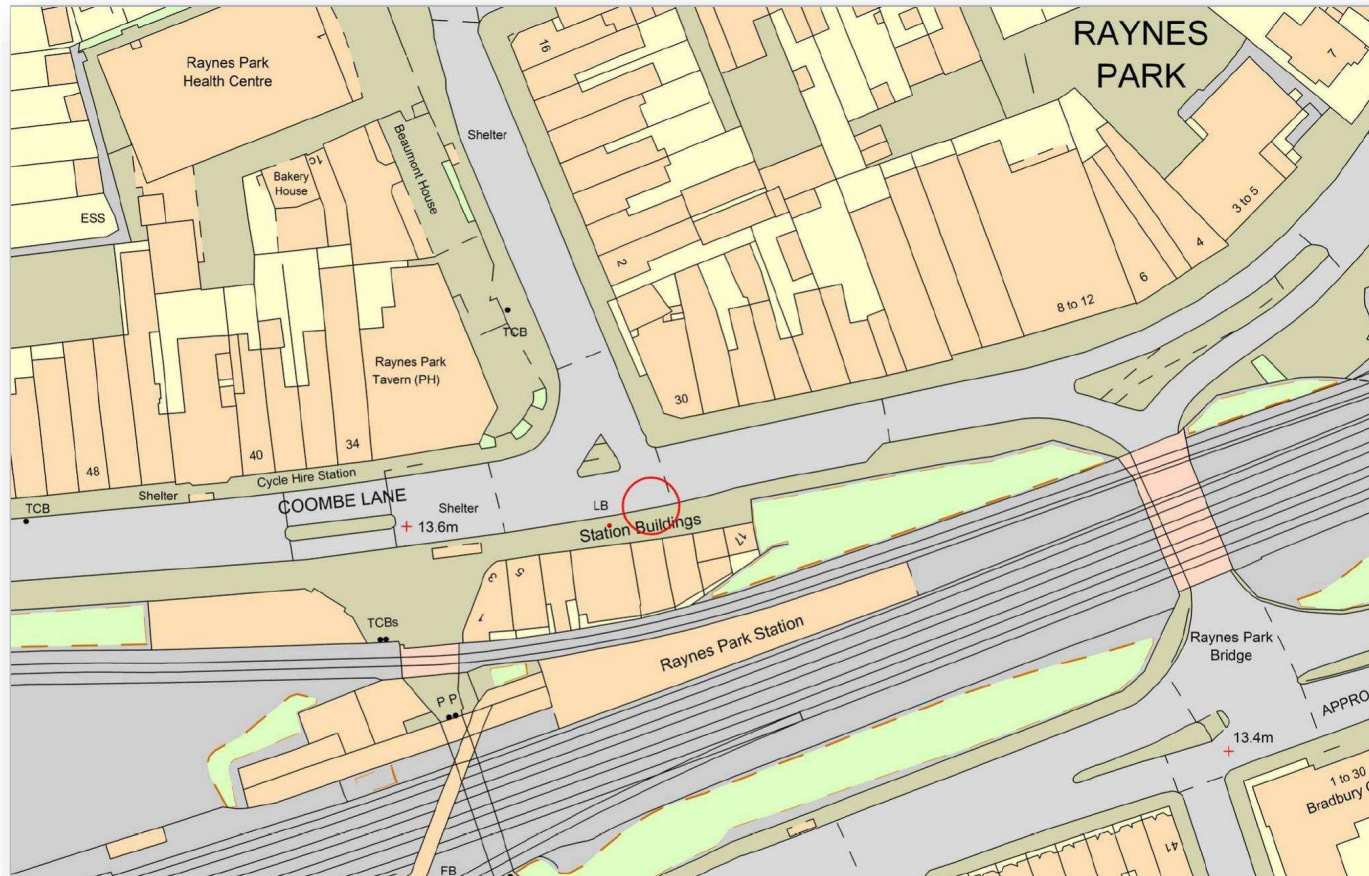
## SITE PLAN AND IMAGES





**o/s 13 Station Buildings Raynes Park SW20 8NE**

E:523222  
N:169315



THE APPLICATION SITE

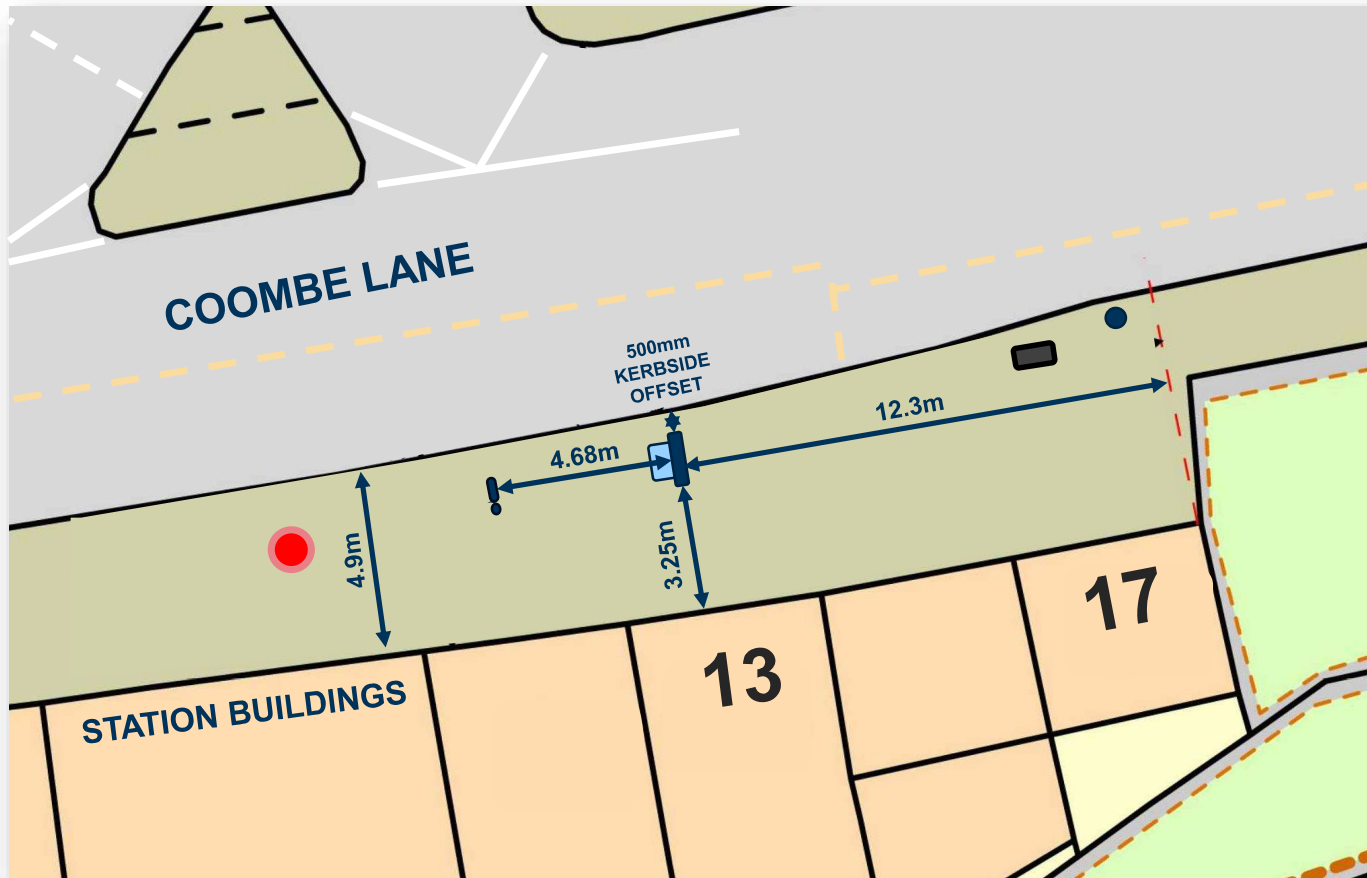


1:1250 @ A4

o/s 13 Station Buildings Raynes Park SW20 8NE

E:523222

N:169315



PROPOSED HUB

LIGHT COLUMN



1:200 @ A4

o/s 13 Station Buildings Raynes Park SW20 8NE



EXISTING



PROPOSED

o/s 13 Station Buildings Raynes Park SW20 8NE



Communication Hub Unit



# Communication Hub Unit

