

PLANNING APPLICATIONS COMMITTEE
13 November 2014

	<u>APPLICATION NO.</u>	<u>DATE VALID</u>
	14/P2803	22/07/2014
Address:	Holt Lodge and Holt Cottage, London Road Morden Surrey SM4 5AN	
Ward:	Merton Park	
Proposal:	Application for advertisement consent in respect of an internally illuminated totem sign adjacent to London Road [3.3 metres high by 1.1 metres wide and 0.4 metres thick] consisting of LED illuminated lettering and powder coated steel stencil lettering and non-illuminated fascia signage consisting of solid lettering on a glass facade in connection with the construction of a new workshop being considered separately as part of the planning application with reference 14/p2817.	
Drawing No's:	597/001 P1; 002 P1; 003 P1; 019 P1 and 029 P1	
Contact Officer:	Tony Ryan [020 8545 3114]	

RECOMMENDATION: GRANT ADVERTISEMENT CONSENT subject to planning conditions.

CHECKLIST INFORMATION.

- S106: N/A
 - Has an Environmental Impact Assessment been submitted: No
 - Site notice: Yes
 - Design Review Panel consulted: No
 - Archaeological Priority Zone: Yes
 - Area at risk of flooding: No;
 - Controlled Parking Zone: No [Zone M1 located to the north and west of the site]
 - Conservation Area: No;
 - Trees: No protected trees [trees to the rear of 'The Holt' protected by a Tree Preservation Order]
 - Number of neighbours consulted: 107
 - Sites and Policies Plan: None [outside formal boundary of Morden Town Centre].
 - External consultation: Secure by Design Officer, Transport for London
 - PTAL: 5 [TFL Planning Information Database];
 - Density: N/A
 - Number of jobs created: 1
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1. INTRODUCTION

- 1.1 This application is brought to the Planning Applications Committee for Members' consideration due the level of public interest shown in this proposal as a result of public consultation.

2. SITE AND SURROUNDINGS

- 2.1 The irregular shaped application site (0.08 hectares) is located on the north west side of London Road between Morden Town Centre and the road junction with Goodwood Close. London Road is a classified road [A24] which is part of the Transport for London Road Network (TLRN or 'Red Route') and carries a large quantity of traffic as a busy arterial thoroughfare.
- 2.2 The application site has a frontage on to London Road. The site has a 'T' shape footprint extending 55 metres back from the front boundary but also extending behind the neighbouring two storey residential building at 190 and 192 London Road. The front part of the site is currently used for the display and sale of used motor vehicles with a dropped kerb providing vehicular access on to London Road. A small single storey temporary building [9 metres long by 3 metres wide by 3 metres high] used as an office was until recently provided on the application site adjacent to 190 and 192 London Road. This motor sales use is linked to the nearby business called 'Crystal Autocare' that is based at Northolt Works, at 176 London Road [annotated as 'Site B' on the submitted plans].
- 2.3 The rear part of the application site is occupied by pitched roof residential buildings called Holt Cottage and Holt Lodge [roof eaves 4 metres and roof ridge 7 metres high]. These buildings provide residential accommodation [a three bedroom house, and 2 two bedroom flats] at ground floor level and within the building roof space of the building and have a large rear external amenity area. A separate pathway located between the car sales area and the boundary with 190 and 192 London Road provides pedestrian access to these residential buildings.
- 2.4 The site is located in an archaeological priority zone. The site is not located in an area at risk from flooding. The site is not in a conservation area and there are no buildings either on the site or nearby that are on the statutory or local list of historically important buildings. The site is not located in a controlled parking zone however areas to the north east in London Road and to the north west are in Zone M1.
- 2.5 A bus lane running pass the site operates between 7am to 10am Monday to Saturday. Single red line parking restrictions operate outside the application site between Monday and Saturday 7am to 7pm with a car parking bay for four cars allowing restricted parking after 10am. The site has a public transport accessibility level of 5 with Morden South mainline station located 290 metres to the south west and Morden Underground station 550 metres to the north east.

3. CURRENT PROPOSAL

- 3.1 The current application is one of three connected planning applications that are associated with two separate development sites on London Road Morden. These two application sites are annotated on the submitted drawings as 'Site A' and 'Site B'. The first and second applications listed below are considered in separate reports with this report considering the third listed application.

First planning application under reference 14/p2917

- 3.2 The first application for outline planning permission that is considered in a separate report has been submitted in relation to Northolt Works [Site B].
- 3.3 Site B is located 50 metres to the north east of Site A' at 176 London Road, Morden, and behind the residential building that fronts London Road called Homefield. This planning application involves the demolition of the existing car repair workshop building and the redevelopment of the site for residential use. The development provides 12 flats [8 two bedroom, 3 one bedroom flats and 1 two bedroom maisonette] in a part two, part three storey building.

Second planning application under reference 14/p2817

- 3.4 This second planning application involves the removal of the existing car sales building on Site A and the construction of a new building providing a car repair use. This car repair use is relocated from Site B to Site A.
- 3.5 The proposed workshop building is set back 12 metres from the front boundary of the application site. The front elevation of the proposed building is 4 metres behind the two storey projecting bay on the adjacent residential building at 190 and 192 London Road but in line with the main front elevation of this adjacent building.
- 3.6 The workshop building has a pitched roof, with a roof eaves height of 5.3 metres and a roof ridge height of 6 metres. The building provides a workshop area of 190 square metres with additional office and staff facilities and a mezzanine storage area of 17 square metres. The land to the front of the proposed workshop building provides a yard and a separate off street car parking space [designed for a person with disabilities] with vehicular access on to London Road.

Third planning application under reference 14/p2893

- 3.7 This committee report considers the third planning application for advertisement consent on Site A. The application seeks consent to display an illuminated totem sign adjacent to London Road. This sign that is associated with the relocated car repair use measures 3.3 metres high by 1.1 metres wide and 0.4 metres thick.

4. PLANNING HISTORY.

- 4.1 There is no relevant planning history.

5. CONSULTATION

- 5.1 Prior to the submission of the current planning application the applicant distributed letters to local addresses inviting residents to one of two pre-

application consultation events. These events that were attended by the project architects took place between 6pm and 8pm on the 26 and 31 March 2014 at the existing car workshop on Site B. A total of 28 people attended these sessions.

- 5.2 The applicant has reported that the following comments were received as a result of this pre-application consultation:
- There are concerns about the possible impact of the proposals and ‘...any application in respect of the proposed works will be strongly opposed...’;
 - Apart from concerns about car parking there is support for the proposals;
 - There will be an increase in parking demand which may result in unlawful parking;
 - Concerns about overlooking;
 - The new location of the garage will change the character of the area;
 - Concern about noise levels from the garage;
 - Concern about the loss of daylight;
 - The proposals will improve the area and provide additional housing;
 - The proposals are appropriate for the setting.
- 5.3 The submitted planning application was publicised by means of a site notice, press notice and individual consultation letters sent to 107 neighbouring properties. As a result of this consultation thirteen letters have been received objecting to the proposal on the following grounds:
- The illuminated signage is of a ‘harsh and strong’ design
 - The signage is too large and out of keeping with this residential area;
 - Noise disturbance: the proposal will lead to noise disturbance for adjacent residents;
 - Air pollution: the proposal will cause air pollution for adjacent residents;
 - Parking: The proposal will increase the pressure on limited local parking provision and lead to illegal parking;
 - Obstruction to footpaths: The development is likely to lead to the obstruction of a footpath to Merton College.
 - Impact on the friendly neighbourhood: The proposal would attract strangers and vehicles damaging the character of the existing area;
 - Need: The car repair business attracts enough business without the need for the sign.
 - Amenity: The sign will harm the living conditions of nearby residents;
 - Local character: The proposal is not considered in keeping with the local area;
 - Air pollution and chemical hazards: the proposal will cause air pollution for adjacent residents and possible chemical or hazardous waste issues;
 - Local character: The proposal is not considered in keeping with the local area and should be located in a ‘designated commercial area’.
- 5.4 One letter of support for the development has been received from a resident in the neighbouring building The Holt giving the following reasons:
- The proposal will provide much needed housing;
 - The proposal will replace an out of date workshop that does not meet modern standards;

- The proposal will provide a modern ‘one-stop-shop’;
 - The proposal will benefit the community with improvements to the environment and appearance.
- 5.5 Transport for London There is no objection to the application for advertisement consent subject to the following points:
- safe passage is maintained for pedestrians and road users during the duration of construction works;
 - vehicles associated with the proposed development should meet existing on street restrictions;
 - TFL must be advised of any changes to the nature and size of the signage;
 - Illumination must be below the level set out in the Institute of Lighting Engineers technical note ‘The brightness of illuminated advertisement’.
 - The signs must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.
- 5.6 Metropolitan Police Designing Out Crime Officer There is no objection to the proposal on the basis that the recommendations made to the applicant at the pre-application appear to have been implemented and on the basis that Secured by Design principles are incorporated into this development.
- 5.7 LB Merton Transport Planning There is no objection to the development
- 5.8 LB Merton Environmental Health There is no objection to the development
- 6. POLICY CONTEXT**
- The London Plan [July 2011].**
- 6.1 The relevant policies in the London Plan [July 2011] are 3.9 [Mixed and balanced communities]; 7.3 [Designing out crime]; 7.4 [Local character]; 7.5 [Public realm] and 7.6 [Architecture].
- Merton LDF Core Planning Strategy [adopted July 2011]**
- 6.2 The relevant policies within the Council’s Adopted Core Strategy [July 2011] are CS3 Morden Town Centre and CS.14 [Design].
- Merton Sites and Policies Plan [adopted July 2014]**
- 6.3 The London Borough of Merton ‘Sites and Policies Plan’ was formally adopted by the Council on the 9 July 2014. The relevant policies within the Sites and Policies Plan are as follows: DMD1 [Urban Design and the Public Realm]; DMD2 [Design Considerations and the Public Realm]; DME3 [Protection of scattered employment sites] and DM D5 Advertisements.
- National Planning Policy Framework [March 2012]**
- 6.4 The National Planning Policy Framework [NPPF] was published on the 27 March 2012 and replaces previous guidance contained in Planning Policy Guidance Notes and Planning Policy Statements. This document is a key part of central government reforms ‘...to make the planning system less complex and more accessible, and to promote sustainable growth’.

- 6.5 To enable each local authority to proactively fulfil their planning role, and to actively promote sustainable development, the framework advises that local planning authorities need to approach development management decisions positively. Local planning authorities should look for solutions rather than problems so that applications can be approved wherever it is practical to do so. The framework attaches significant weight to the benefits of economic and housing growth, the need to influence development proposals to achieve quality outcomes; and enable the delivery of sustainable development proposals.
- 6.6 Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

7. PLANNING CONSIDERATIONS

- 7.1 Advertisements are a regular feature of our urban environment and, when well designed and located sensitively, can play a positive role in creating a vibrant and interesting place. The assessment of the current application for advertisement consent is governed by the Town and Country Planning (Control of Advertisements) Regulations 2007. The consideration of this application for advertisement consent is different to an application for planning permission as the Council may only consider two issues, described in the regulations as amenity and public safety.
- 7.2 Although carrying less weight than an application for planning permission adopted planning policies may however be taken into account as material factors in the determination of an application for advertisement consent. Sites and Policies Plan policy DM D5 states that consent will only be granted for advertisements where they do not harm the character of an area, amenity or public safety. When assessing proposals for new advertisements, cumulative impacts will be taken into account.
- Amenity
- 7.3 In assessing the potential impact of the proposed sign on amenity, its effect on the appearance of the site and on the visual amenity and character of the locality needs to be considered. The application site is located on a main road that forms part of the strategic road network and carries a significant quantity of traffic.
- 7.4 The application site is currently occupied by a motor car sales use that could reasonably be expected to have signage that seeks to attract business to the site. There are also other commercial uses nearby most notably a nearby hand car wash business [25 metres to the north east] that has various signage and advertisements including a large advertisement hoarding of a similar height to the proposed totem sign. There is also various illuminated signage

associated with ground floor commercial uses in Morden Court Parade and Morden Town Centre beyond.

- 7.5 The application for advertisement consent includes non-illuminated signage on the front elevation of the proposed new building. This signage consists of external acrylic adhesive solid lettering attached to the glass facade of the building reading 'Crystal Autocare est 1987' and providing the business telephone number.
- 7.6 The proposed freestanding illuminated sign will be located adjacent to the front boundary of the application site and sited at a right angle to London Road. The sign is 3.3 metres high by 1.1 metres wide and 0.4 metres thick and consists of LED illuminated lettering and powder coated steel stencil lettering. The applicant has confirmed that only the top lettering of the sign will be illuminated and the illumination levels will not exceed that of existing nearby night-time lighting from streetlamps on London Road.
- 7.7 The sign will be separated by a distance of 20 metres from the closest residential window in The Holt and viewed from this window at an angle of 45 degrees. The sign will be 12 metres from the closest window within 190 London Road, with screening provided by a line of tall fir trees and the retained pedestrian access to new residential accommodation at the rear of the application site.
- 7.8 With the nature of this location and the relationship of the signage to adjacent residential accommodation, the impact of the proposed sign is considered acceptable in terms its scale, on the appearance of the site, on visual amenity and the character of the locality.

Public safety

- 7.9 All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. This can include junctions, roundabouts, pedestrian crossings, or other places where local conditions present traffic hazards. It is not considered that the proposed signage is in a location where there is a traffic hazard and the sign will maintain adequate sightlines for drivers using both the access to The Holt and the access retained on the application site. Consultation responses from Transport for London acting as the highways authority and from the Council's Transport Planning officer have not raised any concern about the impact of the sign on highway safety.
- 7.10 The prevention of crime is a public safety consideration and it needs to be considered whether granting consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.
- 7.11 The nearest CCTV camera is located some distance from the proposed signage and views in this location are already currently blocked by the adjacent line of fir trees. The Council's CCTV manager has confirmed that the

new signage will not impact upon CCTV coverage and that there are no objections to this development.

8. CONCLUSION

- 8.1 In conclusion the proposed advertisements do not represent a safety or security hazard to pedestrians or motorists by impeding views, they do not unduly distract attention they do impact upon the function of CCTV cameras and are not considered to undermine a perception of safety.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following planning conditions.

And the following conditions:

1. Standard condition This consent shall expire 5 years from the date of this decision whereupon the signage shall be removed and any damage repaired unless a further consent to display has been granted by the Local Planning Authority. Reason for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. Standard condition 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 for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
3. Standard condition No advertisement shall be sited or displayed so as to endanger persons using the highway, obscure or hinder the ready interpretation of any traffic sign, or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. Reason for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
4. Standard 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 for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
5. Standard condition 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 for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
6. Standard condition 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 for condition: To comply

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

7. Non Standard condition The illumination of the advertisement shall adhere to the maximum illumination levels that are set out in the Institute of Lighting Engineers technical note 'The brightness of illuminated advertisement' and the signs must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing. Reason for condition: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.



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Holt Lodge

London Road

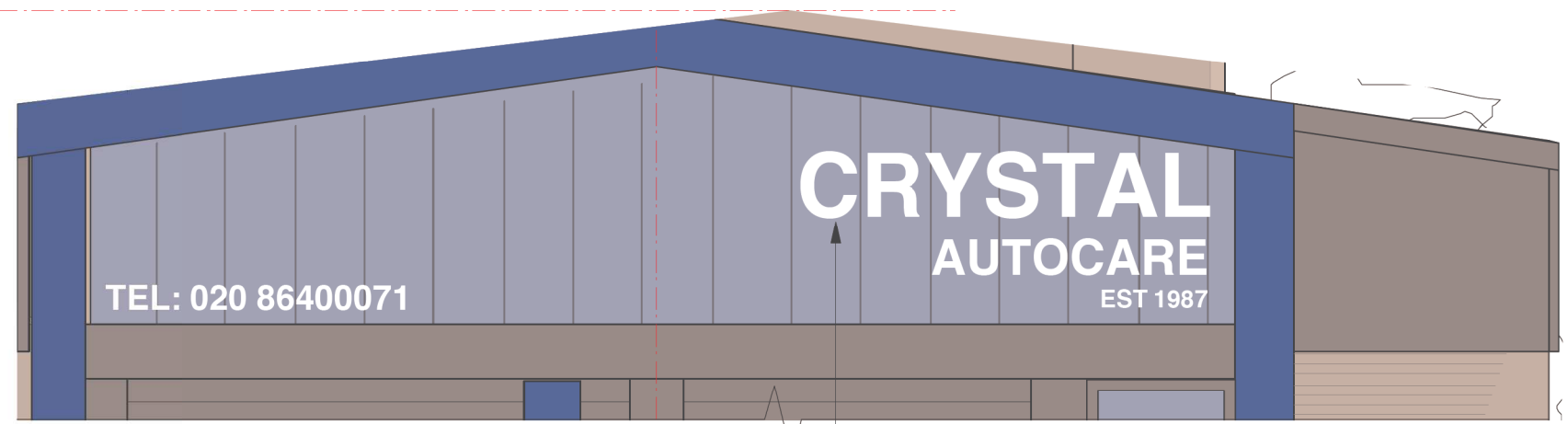
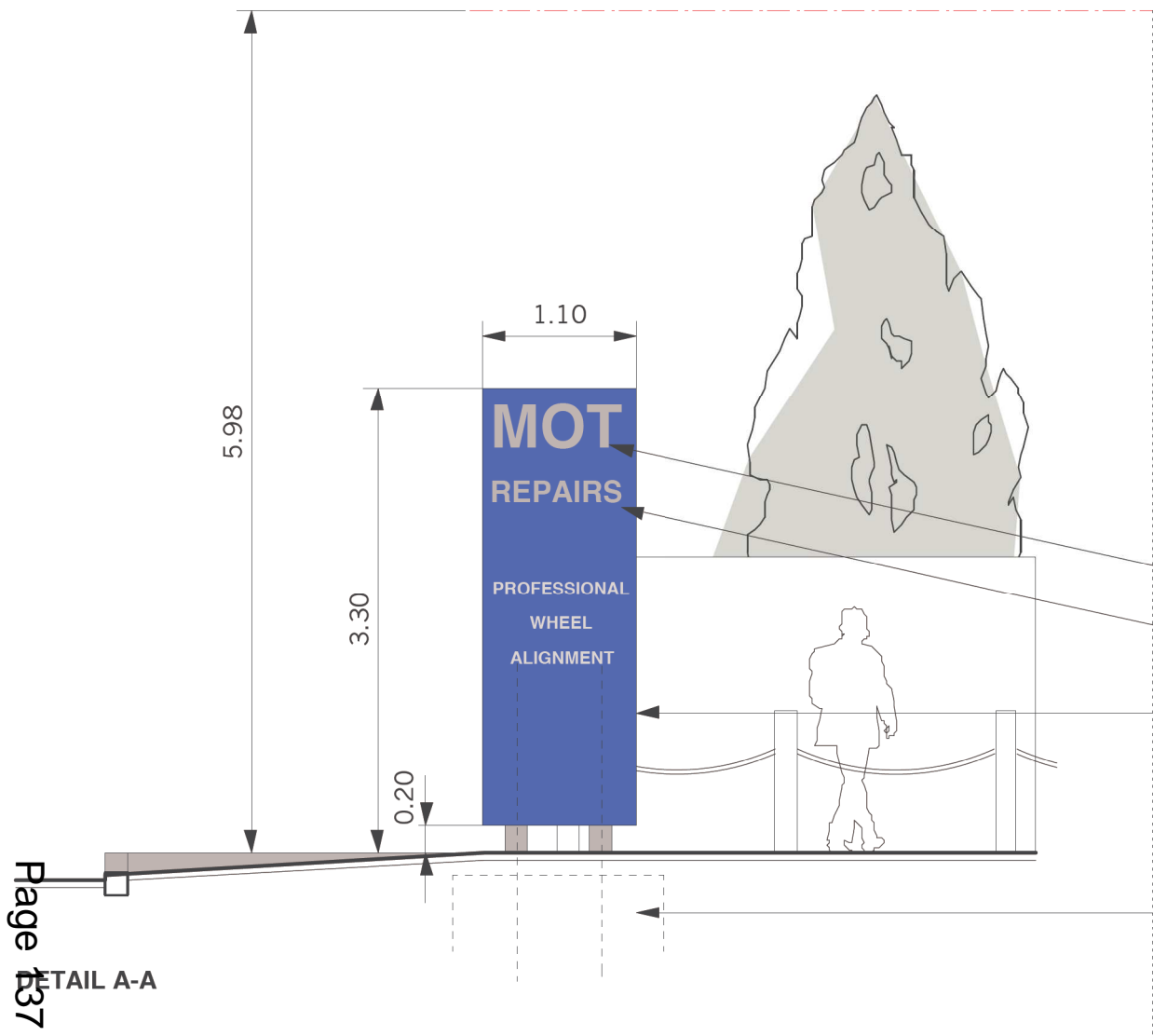
Scale 1/1272

Date 30/9/2014

London Borough of Merton
100 London Road
Morden
Surrey
SM4 5DX



DEVELOPMENT CONTROL

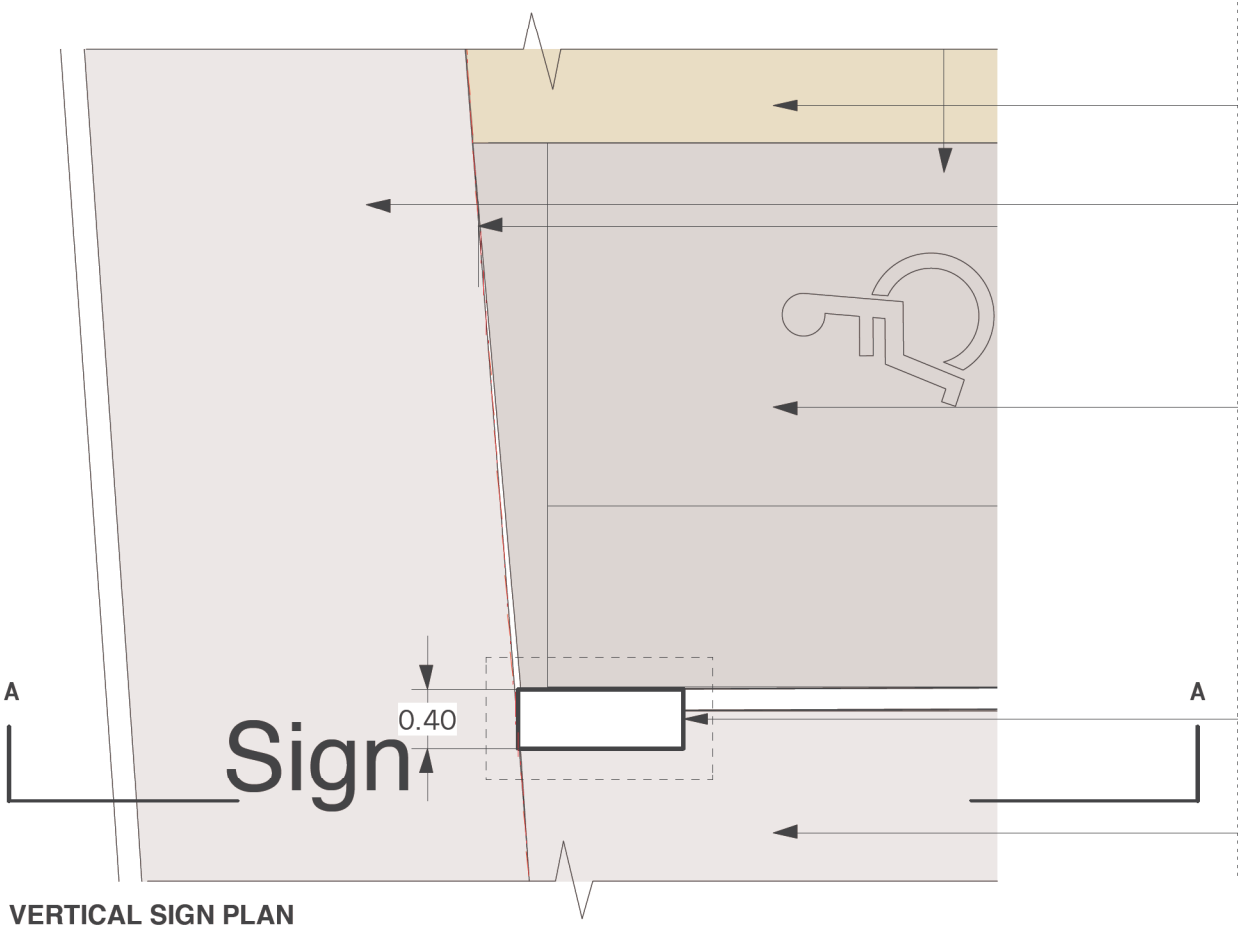


PROPOSED GARAGE PART ELEVATION

- LED Illuminated grey acrylic lettering
- Powder coated silver stencil lettering on aluminium sign
- Totem sign build-up: powder coated aluminium casing on mild steel frame structure

External acrylic adhesive lettering

Concrete footing with bedded steel rods fixed to sign legs depth TBC.



New concrete paving

Existing macading path paving to be retained/ made good

New grey brick pavers

New vertical signage

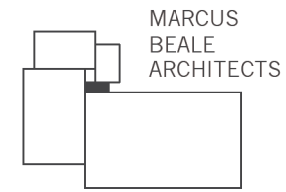
New macadam paving



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P1: 18.07.2014 Issued for planning
Revisions

HOLT LODGE		SIGNAGE DETAILS	PROPOSED
Scale 1:50@A3	Drawn KF		
Date 11/07/2014	Check		

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