

PLANNING APPLICATIONS COMMITTEE
16th June 2022.

UPRN	APPLICATION NO. 21/P2570	Item No: DATE VALID 29.06.2021
Address/Site	Sandham House Boundary Business Court 92 - 94 Church Road Mitcham CR4 3TD	
Ward:	Cricket Green	
Proposal:	Application for advertisement consent for the display of new shop signage, comprising 1 x non-illuminated fascia sign, 2 x internally illuminated fascia signs and 1 x non illuminated totem sign	
Drawing Nos:	Site location plan and drawings PL007 Rev 08, PL010 Rev 06, PL012 Rev 03 and 03-MITC-03B	
Contact Officer:	Leigh Harrington (020 8545 3836)	

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
- Design Review Panel consulted: No
- Number of neighbours consulted: 38
- Press notice – No
- Site notice –Yes
- External consultations: No
- Archaeological Priority Zone – No
- Controlled Parking Zone – No

1 INTRODUCTION

- 1.1 The application has been brought before the Committee due to the level of public interest. The application is subject to a requirement for advertisement consent because it involves the display of advertisements that are beyond those permitted under deemed advertising consent.

2. SITE AND SURROUNDINGS

- 2.1 The application site is a semi vacant office building located at the northern end of the Boundary Business Court, an industrial park situated on the eastern side of Church Road in Mitcham. The building has car parking areas to the north and east and an unused vehicle entrance from Church Road to the north. To the north of the site is a new as yet unfinished residential development of flats on the former site of the Fosters Auto Care Centre. The site is bounded to the east and south by the Business Court whilst residential properties to the west are located on the opposite side of Church Road and behind a large grass verge area.
- 2.2 The site is not located within a conservation area nor is it in anyway listed. The site is not located within a controlled parking zone and has a public transport accessibility level (PTAL) of 2 (0 being the lowest and 6b being the best).

3. CURRENT PROPOSAL

- 3.1 The proposals are for adverts relating the use of the premises as a Tesco Express store and are linked to an application for extensions and car parking at the site under LBM 21/P2571 which is also under consideration at the 16th June 2022 planning committee.
- 3.2 The proposal was originally for advertisement consent for the display of new shop signage, comprising 1 x non-illuminated fascia sign, 2 x internally illuminated fascia signs and 1 x internally illuminated totem sign.
- 3.3 Following objections from neighbours and officers the totem sign would now be non illuminated. This Totem sign would be situated in front of the store on the southern corner of the entrance and angled so as to be most visible.
- 3.4 On the Church Road elevation there would be a centrally located new Box fascia in Aluminium powder coated white RAL 9010. It would be internally illuminated for the letters only with Tesco in Opal 030, Avery 4509, Red 431, And Express & blips in Opal 030- Avery 5600 LD/082A blue, with translucent acrylic letters applied to the face. This would be flanked on each side by non illuminated fascia panels in Aluminium, powder coated Blue RAL 5005, 30% Gloss with Brown Arizona Oak

woodtex strip to base. The right hand panel would include Store Address and Est. year vinyl lettering applied.

- 3.5 On the entrance elevation facing the car park the non-illuminated blue banding would carry around from the Church Road elevation and lead to another of the illuminated Tesco Express panels described above which would be situated above the main entrance.
- 3.6 For the signage around the ATM there would be a 5mm dibond panel to be wrapped around the ATM surround in Colour - Pantone 293, with print as per artwork on drawing 03_MITC_03B. The design includes White spots on blue for vinyl panel and a blue header panel with white text to read 'Cash Machine'. a brushed aluminium kick plate would be installed at the bottom.

4. **PLANNING HISTORY**

- 4.1 21/P2571 - Erection of a single storey extension, including alterations to the car park layout plus associated works to existing office unit to facilitate use as a Tesco retail store – Application decision for consideration at the June Planning Committee
- 4.2 21/P0162 - Lawful Development Certificate issued in respect of the proposed re-classification from Class B1 to Class E.
- 4.3 88/P1359 - Planning permission granted for redevelopment of the site by the erection of 21 no. new industrial units (use classes B1 & B2) with car parking landscaping fencing and formation of new access off Church Road.

Other relevant planning history

4.4 96 Church Road (Fosters' Autos site)

19/P0191 - Outline application (with landscaping a reserved matter) for the redevelopment of the site involving the erection of a 4 storey residential block to provide 20 x flats (revision of 17/P4147). Approved by PAC 22/08/2019.

19/P3178 - Application for approval of reserved matters (landscaping) relating to LBM outline permission 19/P0191 for the redevelopment of the site involving the erection of a 4 storey residential block to provide 20 x flats. Approved.

5. **CONSULTATION**

- 5.1. Consultation letters sent to neighbours and site notice posted. Objections were received from 42 persons, however, please note that the main bulk of the objections relate to concerns with LBM 21/P2571 (main application also for decision at 19th June 22 committee meeting)

rather than the advert application. These objections relating to the advertisement application raised the following concerns;

- The request for advertisement consent for illuminated signs and totems is inappropriate for a site being overlooked by residential flats. Illuminated signage on a business that will operate until 11pm or midnight would impact the amenity of the flats facing the lights. Any illuminated ATM operating 24/7 should not be facing any flats.

6. POLICY CONTEXT

- 6.1 Relevant policies in the London Plan 2021 are;
D3 (Optimising site capacity through a design lead approach)
E9 (Retail, markets and hot food takeaways)
- 6.2 NPPF 2021
- 6.3 Merton Local Development Framework Core Strategy (2011)
Relevant policies include:
CS 14 Design
- 6.4 The relevant policies in the Council's Adopted Sites and Policies Plan 2014 are:
DM D1 Urban design and the public realm
DM D2 Design considerations
DM D5 Advertisements
DM D7 Shop front design and signage

7. PLANNING CONSIDERATIONS

- 7.1 The principal planning considerations in this case relate to the scale, design and positioning of the advertisements on the appearance and character of the building and its wider setting.
- 7.2 **Design**
- 7.2.1 SPP policies DM D1(Urban design and the public realm), DM D5 (Advertisements) and DM D7(Shop front design and signage) require high quality design that relates to the appearance, scale and character of the shop front, does not harm local amenity through light pollution, protects the character and amenity of the borough and that this is not diluted or undermined by inappropriate or excessive advertising on buildings.
- 7.2.2 On the two side elevations where the adverts would be attached there would be a relatively narrow 0.65m deep band of advertising of which around only half would be internally illuminated. It is considered that the scale is in proportion to that of the existing building whilst the quantum

of illumination would allow for the presence of the shop to be apparent to passers by without it being visually intrusive from the wider realm.

7.2.3 With the totem being amended to non illuminated it is considered that there would be a significant reduction in its visibility after dark.

7.3 **The impact on neighbour amenity**

7.3.1 SPP policy DM D7 states that signage for shops should not be harmful to neighbour amenity. The closest residential occupiers would be located within the flats at 96 Church Road to the north of the site. As the totem would no longer be illuminated there is just one illuminated sign above the shop entrance and a small amount of illumination around the ATM near the entrance. These signs would be at least 18m from the closest habitable windows and therefore with their modest proportions it is considered that in view they would appear relatively small. The illumination would be such that whilst visible if looked at directly they would not otherwise be noticeable and would not cast light into neighbouring properties.

7.3.2 Whilst all the ground floor habitable rooms in the closest flat would have primary windows directly overlooking the site views of the signage would be restricted by the proposed boundary treatment. The flats at first and second floor levels would only have the secondary windows in one of the bedrooms and the combined lounge/kitchen/dining room facing the site whilst on the third floor the amenity terraces would face the site.

7.3.3 Objections raised concerns of light pollution from the 24/7 illumination around an ATM opposite flats but this is a small sized advert which casts very little glow and of which there are numerous examples throughout the borough of flats above shops opposite such signage and which have no material harm on neighbour amenity.

7.4.4 Those factors combined with the location on a busy road in suburban London are considered to combine to result in signage that is of a size and level of illumination appropriate to its purpose and setting and which would not materially harm the amenity of neighbouring occupiers.

7.5 **Highways**

7.5.1 SPP policy DM D5 (Advertisements) states that advertisements should not represent a safety or security hazard to pedestrians or motorists by impeding views, unduly distracting attention, creating opportunities for concealment or otherwise undermining perceptions of safety.

7.5.2 As the totem would be of modest proportions, be set back from the pavement edge, be non-illuminated and have no moving parts it is considered that the proposals would accord with the aims of this policy. Likewise, the signs above the shopfront are modest in size and have limited illumination. Transport planning raised no objection.

CONCLUSION

- 8.1 The proposed signage is of a design common throughout the Tesco Express property portfolio that has been appropriately scaled and designed to fit the space above the ground floor. The level of illuminated signage has been reduced by removing internal illumination for the totem whilst the remaining illuminated signs are relatively modest in the form of a main advert on each of the two main elevations and small illuminated surround for the ATM.
- 10.2 The signs are located more than 18m from the nearest residential occupiers.
- 10.3 The proposed advertising is considered to be of an appropriate policy compliant form and it is recommended that advertisement consent be granted subject to conditions.

RECOMMENDATION

GRANT advert consent subject to the following conditions:

1. G1 Standard Time Condition (Advert) 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: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007

2. A7 Approved Plans; Site location plan and drawings,
3. G4 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.

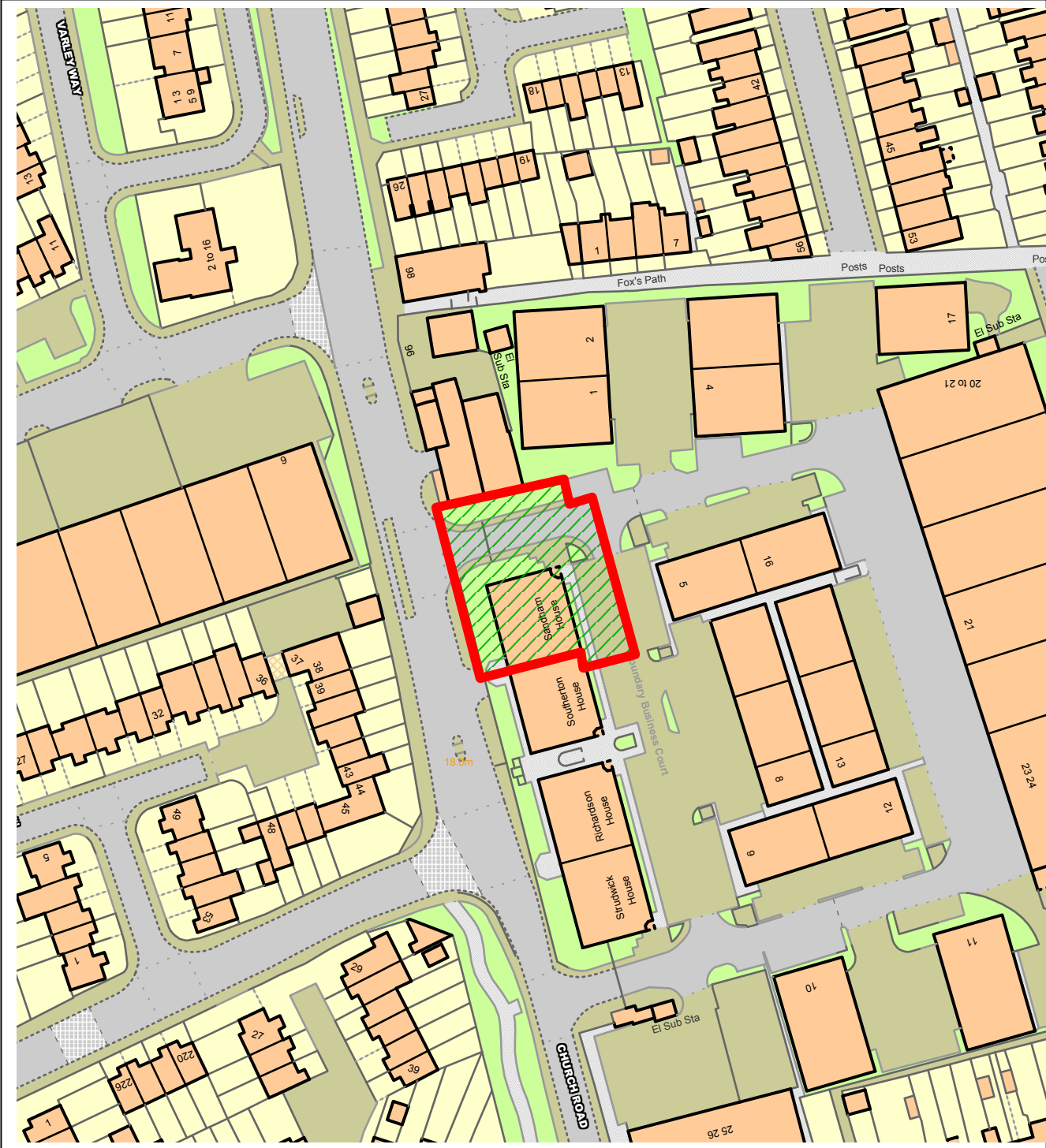
4. G3 Hazards; No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: To accord with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. G No moving lights

5. G6 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.

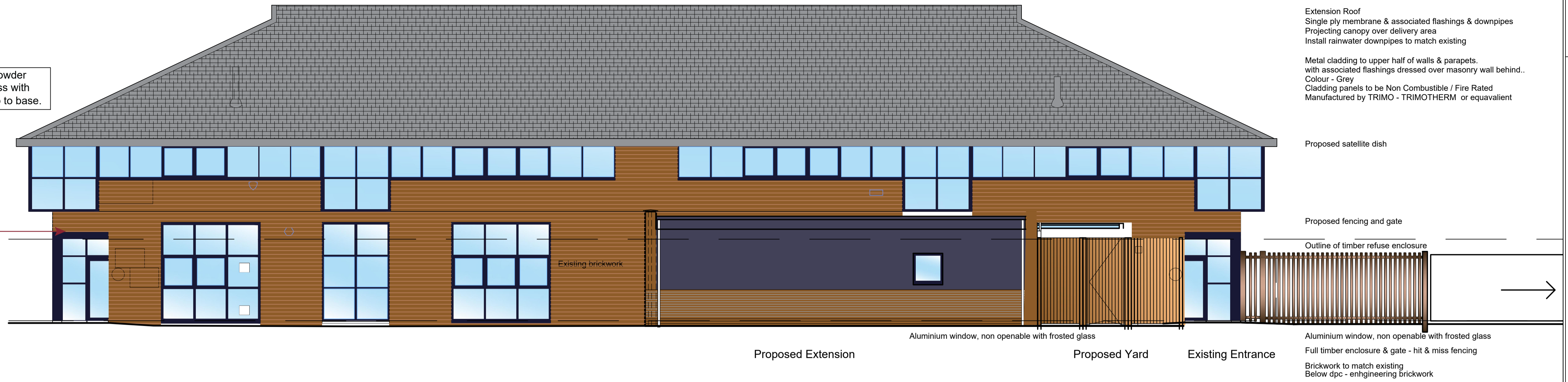
NORTHGATE SE GIS Print Template



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New fascia panel in Aluminium powder coated Blue RAL 5005, 30% Gloss with Brown Arizona Oak woodtex strip to base.

SIGN 4
6420x650mm



Extension Roof
Single ply membrane & associated flashings & downpipes
Projecting canopy over delivery area
Install rainwater downpipes to match existing

Metal cladding to upper half of walls & parapets.
with associated flashings dressed over masonry wall behind.
Colour - Grey
Cladding panels to be Non Combustible / Fire Rated
Manufactured by TRIMO - TRIMOTHERM or equivalent

Proposed satellite dish

Proposed fencing and gate

Outline of timber refuse enclosure

Aluminium window, non openable with frosted glass
Full timber enclosure & gate - hit & miss fencing
Brickwork to match existing
Below dpc - engineering brickwork

Disclaimer:
Subject to survey.
Survey information taken from
Greenhatch Topographical/Measured Survey
dated 10/02/2021 ref. 38114

Notes:
Signage
Refer to Tesco signage drawings for details of
specific signs

This drawing is an extract of the Tesco drawing
Proposed Elevation Signage
Drawing no. 03-MITC-03 B

01 Proposed Rear Elevation

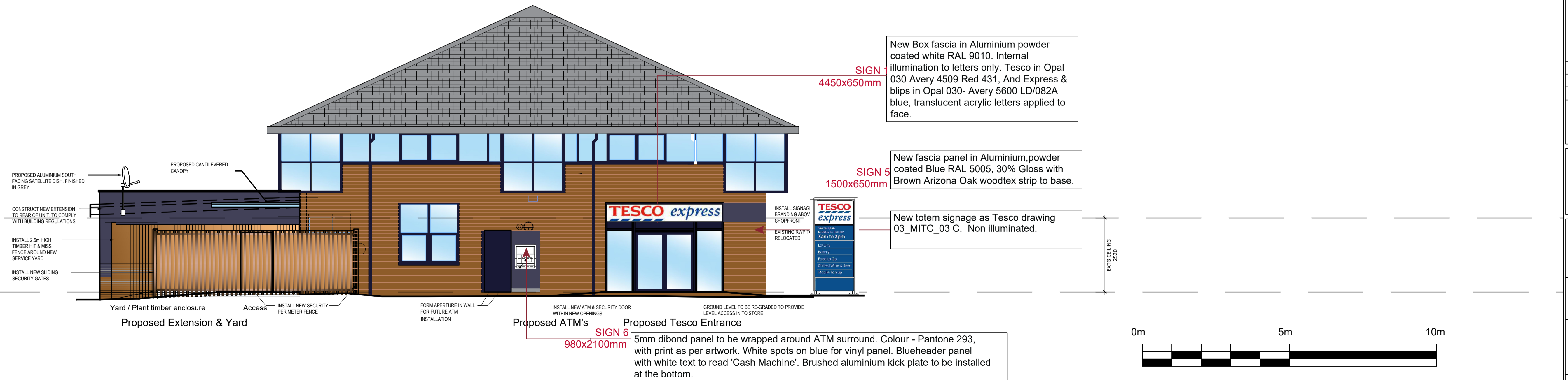
1:150 @ A3

Page 35



02 Proposed Front Elevation

1:150 @ A3



SIGN 4
4450x650mm

New Box fascia in Aluminium powder coated white RAL 9010. Internal illumination to letters only. Tesco in Opal 030 Avery 4509 Red 431, And Express & blips in Opal 030- Avery 5600 LD/082A blue, translucent acrylic letters applied to face.

SIGN 5
1500x650mm

New fascia panel in Aluminium powder coated Blue RAL 5005, 30% Gloss with Brown Arizona Oak woodtex strip to base.

New totem signage as Tesco drawing 03_MITC_03 C. Non illuminated.

SIGN 6
980x2100mm

5mm dibond panel to be wrapped around ATM surround. Colour - Pantone 293, with print as per artwork. White spots on blue for vinyl panel. Blue header panel with white text to read 'Cash Machine'. Brushed aluminium kick plate to be installed at the bottom.



03 Proposed Side Elevation

1:150 @ A3

02 Tesco totem signage added	01.06.2022	JW	HA
01 First Issue	17.06.2021	ZG	HA
Rev:	Notes:	Date:	Dwn: Iss:
Suitability Code:			



hale
ARCHITECTURE
22c Leathermarket Street, London, SE1 3HP

Project:
Sandham House
Boundary Business Court,
92-94 Church Road, Mitcham, CR4 3TD

Drawing Title:
Proposed Elevations
Proposed Signage

Project No: P0035 / 21088	Scale @ A1/A3: 1: 75 / 1:150	Revision: 03
Drawing No: PL012		

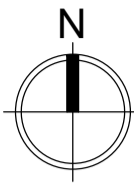


Site Location Plan
1:1250


Disclaimer:
Subject to survey.


Survey information taken from
Greenhatch Topographical/Measured Survey
dated 10/02/2021 ref. 38114

Notes:



Site Area

Ownership Site Area 
 Approx. 24,165 sq m
 Approx. 260,112 sq ft
 Approx. 5.971 acres

Proposed Works Site Area 
 Approx. 1,122 sq m
 Approx. 12,087 sq ft
 Approx. 0.277 acres

06	Planning Issue	23.06.2021	ZG	HA
05	Draft Planning Issue	15.06.2021	JW	HA
04	Draft Planning Issue	01.06.2021	JW	HA
03	Scale bar added.	01.06.2021	JW	HA
02	Planning Issue	19.05.2021	JW	HA
01	Draft Planning Issue	18.02.2021	JW	HA
-	First Issue	15.02.2021	ZG	HA
Rev:	Notes:	Date:	Dwn:	Iss:

Suitability Code:

Client:



hale

ARCHITECTURE
22c Leathermarket Street, London, SE1 3HP

Project:
Sandham House
Boundary Business Court,
92-94 Church Road, Mitcham, CR4 3TD

Drawing Title:
Site Location Plan

Project No: 00000	Scale @ A1 1: 1250 / 200	Revision: 06
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Drawing No:
PL001