

Planning Committee

16th October 2024



Application No.	24/00939/ADV
Site Address	Shepperton Studios, Studios Road, Shepperton, TW17 0QD
Applicant	Spelthorne Borough Council
Proposal	Advertisement consent for 13 no. fascia, flexface internally illuminated signs across stages 5,6,7,8,11,12,14,15 and the multi-story car park.
Officer	Drishti Patel
Ward	Laleham and Shepperton Green
Call in details	This application is called by Cllr Howkins

Application Dates	Valid: 07.08.2024	Expiry: 02.10.2024	Target:
Executive Summary	<p>These applications relate to the installation of 13 no. fascia signs (lighting boxes) internally illuminated, located across multiple stages and the MSCP.</p> <p>The proposed advertisements will be blank lighting boxes with interchangeable designs relating to television shows and films relating to the studio. There would be 4 different sizes/orientations.</p> <p>The proposal will have an acceptable impact on amenity and public safety and are considered to be acceptable in the proposed locations.</p>		
Recommended Decision	The application is recommended for approval.		

MAIN REPORT

1 Development Plan

- 1.1 There are no policies in the Council's Core Strategy and Policies DPD 2009 or the emerging Local Plan which refer to advertisements. However, the advice contained within the paragraph 141 of the National Planning Policy Framework (NPPF) 2023 is relevant as it specifically refers to advertisements.

2. Relevant Planning History

- 2.1 The site has no relevant planning history.

3. Description of Current Proposal

- 3.1 This report refers to thirteen proposed advertisement signs, to be located across various stages and the MSCP within the Shepperton Studios site. All thirteen signs are lighting boxes with interchangeable designs. Nine of these would be of the same size however with eight in a portrait orientation and one landscape. The tenth sign would be a smaller sign in the southern centre of stage 8. The remaining three would be situated on the northern, eastern and southern faces of the multi-storey car park. They will all include posters of television shows and film that relate to Shepperton Studios. They are stated to be internally illuminated at 300 candelas/m² from 22.00hrs - 07.00hrs.

- 3.2 The dimensions are:

- The eight portrait advertisements across Stages 6, 7, 11, 12, 14 and 15 (buildings 1.05a, 1.05b, 2.01a; 2.01b; 2.02a and 2.02b)
 - Height of 9.6m, width of 4.8m, depth of 0.2m and a height of 8.1m from the ground to the base of the advert
- The one landscape advertisement on Stage 5 (building 1.10a)
 - Height of 4.8m, width of 9.6m, depth of 0.2m and a height of 9.3m from the ground to the base of the advert
- The one portrait advertisement on Stage 8 (building 1.02)
 - Height of 8.0m, width of 4.0m, depth of 0.2m and a height of 9.6m from the ground to the base of the advert
- The three advertisements on the multi-storey car park
 - East side - Height of 6.5m, width of 3.25m, depth of 0.2m and a height of 5.6m from the ground to the base of the advert
 - North and south side – Height of 6.2m, width of 3.1m, depth of 0.2m and a height of 5.9m from the ground to the base of the advert

- 3.3 Copies of the proposed site layout and elevations are provided as an Appendix.

4. Consultations

The following table shows those bodies consulted and their response.

Consultee	Comment
Surrey County Highways	No objection
Environmental Health (Lighting)	No comment at time of writing

5. Public Consultation

5.1 A total of 86 properties were directly notified of the advertisement consent applications. Six letters were received including one from Shepperton Residents Association.

5.2 Reasons noted in the letters received include: -

- Visual amenity
- Light pollution
- Over-development
- Lights left on after promised times
- Safety hazard to drivers
- Make buildings more visually obtrusive

6. Planning Issues

- Visual amenity
- Public safety

7. Planning considerations

Impact of the signage

7.1 The National Planning Policy Framework (NPPF) para 141 states that, 'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system, controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.

7.2 As such, the impact of the proposed signage on public/highway safety and amenity issues are the only issues which can be taken into account in the consideration of this application.

Visual amenity

7.3 Sign 1 is located on the west elevation of building 1.10a facing into the site along the main roadway. The closest properties would be those on Laleham Road approximately 225m away at an oblique angle. Due to the distance and angle, the visual impact on nearby residents is considered minimal.

- 7.4 Signs 2 and 3, positioned on buildings 1.05a and 1.05b, both face south toward the B376 Shepperton Road and the nearby 15.7-metre-high building 1.06. These signs are shielded from most residential areas due to their orientation, with the nearest properties located east of Littleton Lane, reducing the potential for significant visual disruption.
- 7.5 Sign 4 is located on building 1.02 and faces south along one of the internal access roads towards the B376 Shepperton Road. Building 1.02 is set behind buildings 1.03, 1.04, 1.05, 1.06 and 1.07. The internal placement of the sign means it will primarily be seen within the site itself, significantly reducing any adverse visual impact. There are no residential properties on the south side of the B376 Shepperton Road at this point.
- 7.6 Sign 5 represent 3 signs located on the multi storey car park facing north, east and south. The north facing sign looks along an internal access road between buildings 2.01, 2.02, 2.03 and 2.04. The access way terminates at the River Ash corridor, there are no residential properties at this point. The east facing sign faces building 2.05. An oblique view to the properties at the top of Littleton Lane would be some 290m away. The south facing sign looks toward the B376 Shepperton Road. There are no residential properties on the south side of the B376 Shepperton Road at this point and the oblique view to the properties at the top of Littleton Lane would be some 290m away.
- 7.7 Sign Signs 6, 7, and 8, located on buildings 2.02a, 2.02b, and 2.01b, all face west. These signs are approximately 700 metres from the nearest residential properties in Laleham. Due to this significant distance, the impact on visual amenity for residents is considered to be minimal.
- 7.8 Sign 9, consisting of two signs on building 2.01a, faces west and north. The west-facing sign is 700 metres from the nearest properties, minimising any visual effect. The north-facing sign overlooks a car park area and the River Ash corridor, with no residential properties immediately adjacent, reducing the visual impact on the community. The nearest properties in Studio Walk are approximately 150 metres away which is considered sufficient to mitigate the impact on visual amenity.
- 7.9 The proposed signs are not seen in the context of a residential street scene but rather the commercial nature of the studios site. Positioned on large sound stages and other internal buildings, they are considered appropriately scaled for the site context. They are not considered to be out of proportion or out of keeping with their locations and would not be over dominant or appear visually obtrusive. As such they are not considered to be poorly placed advertisement and will not have a negative impact on the appearance of the built environment in which they are located. Therefore, the signs are considered acceptable in terms of visual amenity in accordance with the NPPF.
- Public safety
- 7.10 Sign 1, facing the internal main roadway, does not pose a distraction to drivers or pedestrians on public roads, as it is oriented inward within the site.

- 7.11 Signs 2 and 3 placement ensures visibility only to internal site users, reducing any potential public safety hazards.
- 7.12 Sign 4 faces an internal access road and is shielded by surrounding buildings, limiting its exposure to public roads. Its placement behind other structures ensures that it does not interfere with external traffic or pose any safety risks to pedestrians.
- 7.13 Sign 5, on the multi-storey car park, the north and east sign looks along an internal access road and onto internal building, while the southern sign is set back 73 metres from the Shepperton Studios entrance advert previously approved (23/00829/ADV).
- 7.14 Signs 6, 7, and 8, due to being located a significant distance from residential properties and the lack of nearby public thoroughfares means these signs are unlikely to pose any risk to public safety.
- 7.15 Sign 9, the west-facing sign is located far from public roads, while the north-facing sign overlooks a non-residential area, ensuring there is no significant impact on public safety.
- 7.16 The Surrey County Highway Authority has raised no objection and therefore, has no highway requirements.
- 7.17 The Council's Environmental Health Department have no comment at the time of writing.
- 7.18 Conditions have been recommended to be attached to the consent to ensure the signs are not illuminated beyond 22.00hrs and also that they are maintained. The maintenance condition is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. As such the proposed signage is considered to be acceptable from a highway safety point of view in accordance with the NPPF.

Equality Act 2010

- 7.19 This planning application has been considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard to:
- (a) eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under this Act;
 - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Human Rights Act 1998

- 7.20 This planning This planning application has been considered against the provisions of the Human Rights Act 1998.
- 7.21 Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

7.22 Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, i.e., peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

7.23 In taking account of the Council policy as set out in the Spelthorne Local Plan and the NPPF and all material planning considerations, officers have concluded on balance that the rights conferred upon the applicant/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by the approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

Financial Considerations

7.24 Under S155 of the Housing and Planning Act 2016, Local Planning Authorities are now required to ensure that potential financial benefits of certain development proposals are made public when a Local Planning Authority is considering whether or not to grant planning permission for planning applications which are being determined by the Council's Planning Committee. A financial benefit must be recorded regardless of whether it is material to the Local Planning Authority's decision on a planning application, but planning officers are required to indicate their opinion as to whether the benefit is material to the application or not. In consideration of S155 of the Housing and Planning Act 2016, the proposal is not a CIL chargeable development and will not generate a CIL Payment This is a material consideration in the determination of this planning application. The proposal will not generate a New Homes Bonus and Council Tax payments which are not material considerations in the determination of this proposal.

Conclusion

7.25 The proposed advertisements are considered to be acceptable in terms of amenity and public safety grounds and the application is recommended for approval.

8. Recommendation

8.1 GRANT Advertisement Consent subject to the following conditions:

1. The sign for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations to be removed. the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. 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
5. 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 so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

The reason for the decision of the Council to consent to the display of the advertisements subject to compliance with the conditions specified in the second schedule 13 to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007.

6. The development hereby permitted shall be carried out in accordance with the following approved plans: 4415-1000 PO1; 4415-1001 PO1; 4415-1002 PO2 received 10.07.2020.

Reason:-. For the avoidance of doubt and to ensure the development is completed as approved.

7. The self-illuminated lighting fixtures on any facade of the development that face towards residential accommodation shall not exceed a surface brightness of 300 candelas/m² from 22.00hrs - 07.00hrs.

Reason:-. In the interests of amenity and protection of nearby residents from potential light nuisance.