



Little Park Farm  
Farm Lane  
Ashtead  
KT21 1LT

*Telephone: 01372 273256*

*Email: [planning@ashteadresidents.org.uk](mailto:planning@ashteadresidents.org.uk)*

7<sup>th</sup> April 2025

Mole Valley District Council  
Pippbrook  
Dorking  
Surrey  
RH14 1SJ  
For the attention of Katrina Sullivan-Watkins

Dear Ms Sullivan-Watkins ,

**Planning Application No: MO/2025/0143**

**Location: Outside Milners, The Street, Ashtead, Surrey, KT21 2AH**

I write on behalf of the Ashtead Residents' Association with regard to the above planning application, recording our objection to the proposals.

The proposed development as stated on the planning web site, involves erection of a double sided free standing internally illuminated digital information and advertising display sign.

The design form of the proposed sign would be out of keeping with Ashtead village centre from a character perspective. The fact that it is also intended to be illuminated, which I assume would be 24 hours er day makes this even more incongruous.

The sign is prosed to be located adjacent to a very busy staggered cross road junction which is already quite a high risk road junction. Adding an illuminated sign could be distracting to drivers and would increase the risk of accidents.

Equally the forecourt to Milners is busy and the customers are currently permitted to park on the area, this continues outside of shop opening hours with people using the village amenities

also parking on the land. Adding this sign in front of the shop would impact on the ease with which drivers can negotiate and access and egress onto the land and this sign being 2.6m tall and 1.2m wide would also restrict lines of sight adding to the risk of accidents.

The Ashtead Residents Association also supports local shops and businesses and we also note that the Mr Milner has already written with his own objections on the basis that this sign detracts from his shop front.

The MVDC character assessment for Ashtead Village adopted 2010 also provides an interesting point to note.

“The Leg of Mutton and Cauliflower public house, facing the junction with Woodfield Lane, is a listed building with late 17th century origins. The “Brewery Inn”, opposite, was a former beer-house c1800 and once the local brewery.

The historical setting of the Leg of Mutton and Cauliflower and the Brewery would be harmed by introducing this very modern illuminated signage.

If anything Ashtead would benefit from improvements to the Village public realm with more street furniture and raised planters of a suitable design with the purpose of encouraging locals and visitors to stop and spend more time in the village.

We do not need or want an advertising hoarding.

We therefore would object to the proposed development.

Yours faithfully

*Craig Beresford*

**Craig Beresford**  
**ARA Planning Lead**