

WINDSOR URBAN DEVELOPMENT CONTROL PANEL

26 April 2017

Item: 3

Application No.:	17/00556/ADV
Location:	Windsor Girls School Imperial Road Windsor SL4 3RT
Proposal:	Consent to display one set each of non-illuminated individual stainless steel lettering to Pupil Entrance and Reception Front Entrance
Applicant:	Mrs Longworth-Krafft
Agent:	Mr Simon McNabb
Parish/Ward:	Windsor Unparished/Clewer East Ward

If you have a question about this report, please contact: Adam Jackson on 01628 796660 or at adam.jackson@rbwm.gov.uk

1. SUMMARY

- 1.1 The application is for consent for 2 proposed adverts above the pupil and reception entrances to the school.
- 1.2 The proposed adverts would be stainless steel individual letters finished in red. The letters would read 'Windsor Girls School' and 'Reception'. The adverts are not proposed to be illuminated.
- 1.3 It is considered that the signs would be of an appropriate design and scale for the host building and would be a sufficient distance from neighbouring properties, so would have an acceptable impact on amenity. The adverts would also be sited sufficient distances from nearby roads, so would not result in any impact on public safety.

It is recommended the Panel grants planning permission with the conditions listed in Section 9 of this report.

2. REASON FOR PANEL DETERMINATION

- As the Council owns land at the application site.

3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

- 3.1 The site is located on the corner of Imperial Road and Loungbourn. The school consists of a cluster of buildings dating back to the 1970s and is surrounded by green space and deciduous trees. The site is located close to two tree preservation areas and trees to the front of the site provide high levels of screening of the school in views from Imperial Road.

4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

Ref.	Description	Decision and Date
02/82901/FULL	Erection of single storey and two storey side extensions and single storey front and rear extensions.	Permitted 06.02.2003
04/85500/FULL	Erection of a 2 storey infill extension.	Permitted 07.03.2005
12/00152/FULL	Construction of a sports hall with attached single storey facilities building and plant equipment.	Permitted 30.03.2012
16/01031/FULL	Single storey infill extension, two storey extension, demolition and relocation of bin store and cycle shelter, amendments to fenestration cladding of reception block, reconfiguration of parking and associated landscaping.	Permitted 30.11.2016

- 4.1 The application is for the installation of two entrance signs with one above the existing main reception and the other above the pupil entrance. The proposed signs would be stainless steel individual letters finished in red. The letters above the pupil entrance would read 'Windsor Girls School' and would be 0.4m tall by 6.98m wide. The letters above the reception entrance would read 'Reception' and would be nearly 0.33m tall by 2.75m wide. The signs would not be illuminated.

5. MAIN RELEVANT STRATEGIES AND POLICIES RELEVANT TO THE DECISION

5.1 National Planning Policy Framework Sections;

- 1 Section 4 – Promoting sustainable travel
- 2 Section 7 – Requiring good design

Royal Borough Local Plan

5.2 The main strategic planning considerations applying to the site and the associated policies are:

Advertisements	Highways and Parking
ADV1	T5

These policies can be found at

https://www3.rbwm.gov.uk/downloads/download/154/local_plan_documents_and_appendices

Supplementary planning documents

6. EXPLANATION OF RECOMMENDATION

6.1 Advertisement applications can only be considered in respect of two matters, these being:

- i Amenity; and,
- ii Public safety.

Amenity

6.2 Policy ADV1 sets out that proposals for the display of new advertisements will not be permitted where they would be out of keeping with the style or character of a building or its surroundings or be detrimental to amenity. This is consistent with paragraph 67 of the NPPF.

6.3 Extensions have recently been approved (ref. 16/01031) and are currently under construction. The signs are to be located at the front of these extensions and have been designed so that they would be in keeping with their appearance through being of an appropriate scale and through the use of materials that would complement the extensions.

6.4 The signs are also set well away from any residential properties and would not therefore impact on amenity.

Impact on public safety

6.5 Policy ADV1 also sets out that adverts will be refused where they will be detrimental to public safety. The signs would be set well away from any roads and public footpaths and as such would not cause any distractions to motorists or pose any safety concerns for pedestrians.

7. CONSULTATIONS CARRIED OUT

Comments from interested parties

No letters were received from the 97 neighbouring occupiers who were notified directly of the application.

Other consultees

Consultee	Comment	Where in the report this is considered
RBWM Highway Authority	An informal discussion was held with a Highway Officer who confirmed that they had no objections to the application.	Paragraph 6.5

8. APPENDICES TO THIS REPORT

- Appendix A - Site location plan and site layout
- Appendix B – Plan and elevation drawings

9. CONDITIONS RECOMMENDED FOR INCLUSION IF PERMISSION IS GRANTED REASONS

- 1 Any advertisements displayed, and any site used 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 these 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, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
Reasons: 1 - 5 above: Conditions imposed by the above mentioned regulations.
- 6 The development hereby permitted shall be carried out in accordance with the approved plans listed below.
Reason: To ensure that the development is carried out in accordance with the approved particulars and plans.