

WINDSOR URBAN DEVELOPMENT CONTROL PANEL

26 April 2017

Item: 4

Application No.:	17/00558/ADV
Location:	The Windsor Boys School Maidenhead Road Windsor SL4 5EH
Proposal:	Consent to display one set each of non-illuminated individual stainless steel lettering to 6th Form Entrance and Front Entrance
Applicant:	Mrs Longworth-Krafft
Agent:	Mr Simon McNabb
Parish/Ward:	Windsor Unparished/Castle Without 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 both the main entrance and 6th form entrance to the school.
- 1.2 The proposed adverts would be stainless steel individual letters finished in red. The letters would read 'The Windsor Boys' School' and '6TH Form'. 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 application site is located on the corner of Maidenhead Road and Vansittart Road. The school has pedestrian accesses from both Maidenhead Road and Vansittart Road and the main vehicle access is from Vansittart Road. Staff and Visitors also have vehicular access via Maidenhead Road.

4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

Ref.	Description	Decision and Date
93/01683/FULL	Construction of a synthetic grass sports pitch surrounded by a 3 metre high fence and eight 16 metre high floodlighting columns.	Permitted 07.03.1994
03/83233/FULL	Erection of an extension to provide new sixth form accommodation and performing arts block.	Permitted 27.02.2003
04/85266/FULL	Erection of two storey external lift enclosure.	Permitted 23.06.2004
10/00148/FULL	Single storey extension within an existing courtyard.	Permitted 22.03.2010
16/01033/FULL	Sheltered enclosure to 6 th Form fire escape, extension to main visitor entrance and single storey infill extension to dining hall. Single storey	Permitted 28.07.2016

	extension to changing rooms and alterations to first floor fenestration of proposed staff room. New security fence with gate at staff entrance with associated minor landscaping works	
--	---	--

- 4.1 The application is for the installation of two entrance signs with one above the existing front entrance and the other above the 6th form entrance. The proposed signs would stainless steel individual letters finished in red. The letters above the front entrance read ‘The Windsor Boys’ School’ and would be 0.4m tall and 2.46m wide. The letters above the 6th Form entrance would read ‘6TH Form’ and would be 0.35m tall and 2.46m 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

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 The proposed signs are to be attached to both the front and 6th form entrances approved under application 16/01033. Both extensions are under construction. These extensions were of a more contemporary design and it was considered that this allowed for a clear distinction between the old and the new buildings within the school grounds. The proposed signs would be of an appropriate size and would use materials that would have an acceptable impact on the area.

- 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 not be illuminated and would set far enough from the public highway to prevent any undue distraction to motorists or posed any safety concerns for pedestrians.

7. CONSULTATIONS CARRIED OUT

No letters were received from the 98 neighbouring occupiers who were notified directly of the application

Other consultees

Consultee	Comment	Where in the report this is considered
Highway Authority	An informal discussion was held with a Highways 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

- 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.