

WINDSOR URBAN DEVELOPMENT CONTROL PANEL

16 August 2017

Item: 2

Application No.:	17/00770/ADV
Location:	RBWM Alexandra Gardens Coach Park Alma Road Windsor
Proposal:	Consent to display one internally-illuminated double-sided monolith
Applicant:	The Royal Borough of Windsor And Maidenhead
Agent:	Not Applicable
Parish/Ward:	Windsor Unparished/Castle Without Ward
If you have a question about this report, please contact: Greg Lester on 01628 682955 or at greg.lester@rbwm.gov.uk	

1. SUMMARY

- 1.1 The proposal seeks advertisement consent to add a digital advertising screen to an existing wayfinding monolith sign within the pedestrian area at Windsor Coach Park, close to The Garden Café and drop off area. The applicant has indicated that the front panel would be unilluminated with a static shop directory map and the rear panel would house a 55" portrait digital high brightness LED screen.
- 1.2 As the proposal is for advertisement consent, only impacts relating to public safety and amenity can be taken into account. It is considered that the proposed sign would not have a detrimental impact on either public safety or amenity.

It is recommended the Panel grants advertisement consent with the conditions listed in Section 10 of this report.

2. REASON FOR PANEL DETERMINATION

- The Council's Constitution does not give the Head of Planning delegated powers to determine the application in the way recommended; such decisions can only be made by the Panel.

3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

- 3.1 The proposal is sited on the edge of the Windsor Town Centre Conservation Area, and located on the east side of the Coach Park accessed from Alma Road at the entry point to a small parade of commercial units and the access to the footbridge leading to Windsor and Eton Central rail station.

4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

- 4.1 The existing monolith sign measures 2.51 metres in height, 1.09 metres in width and 0.18 metres in depth. It is constructed from extruded aluminium and finished in black/brown powder coated paint finish. The proposed adverts would be displayed on an internally illuminated LCD panel within the monolith measuring 1209mm x 680mm.

5. MAIN RELEVANT STRATEGIES AND POLICIES RELEVANT TO THE DECISION

- 5.1 National Planning Policy Framework Sections;-

- ☐ Paragraph 67- Advertisements

National Planning Policy Guidance

- ☐ Advertisements – view at:
<https://www.gov.uk/guidance/advertisements>

Royal Borough Local Plan

- 5.2 The relevant planning policy is:

Advertisement
ADV1

The policy can be found at:

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

Emerging Borough Local Plan

The NPPF sets out those decision-makers may give weight to relevant policies in emerging plans according to their stage of preparation. The Borough Local Plan Proposed Submission Document was published in June 2017. Public consultation runs from 30 June to 26 August 2017 with the intention to submit the Plan to the Planning Inspectorate in October 2017. In this context, the Borough Local Plan: Submission Version is a material consideration, but limited weight is afforded to this document at this time.

6. EXPLANATION OF RECOMMENDATION

- 6.1 Advertisement consent applications are may only be controlled with regard to two material considerations:

- ☐ Public safety – matters having a bearing on the safe use and operation of any form of traffic or transport, including the safety of pedestrians, or distraction of drivers or confusion with traffic signs; and
- ☐ Amenity – The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed.

Public Safety

- 6.2 The existing structure on which the advert would be installed is sited in a pedestrianised area, in a visible location. Officers are unaware of any related safety issues arising from the location of the existing wayfinder monolith sign. It is considered that the addition of an unilluminated static shop directory map on the front panel and a 55" portrait digital high brightness LED screen on the rear panel would have no adverse impact upon public safety.

Amenity

- 6.3 Policy ADV1 states that proposals for the display of new, or the retention of existing advertisements will be considered on their individual merits, but in general the display of signs which would be out of keeping with the style or character of a building or its surroundings will not be permitted.
- 6.4 The existing wayfinder sign would remain in its current position, and would be modified to incorporate the LCD screen, providing internal illumination. The area is located immediately adjacent to an existing coach park and in close proximity to the railway line and a small parade of shops, leading to a footbridge over the rail line. The site is not located within a Conservation Area, and is not within the vicinity of any listed buildings. Whilst no internally illuminated signs are present in the immediate vicinity, given the urban context of the site the proposal would not result in harm to amenity and is considered acceptable.
- 6.5 The advertisement is considered to be in compliance with Local Plan Policy ADV1 and national planning policy guidance.

7. CONSULTATIONS CARRIED OUT

Comments from interested parties

3 occupiers were notified directly of the application.

The planning officer posted a notice advertising the application at the site on 26 April 2017.

No letters of representation were received.

9. APPENDICES TO THIS REPORT

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

10. CONDITIONS RECOMMENDED FOR INCLUSION IF CONSENT 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 illuminated sign(s) shall be designed in accordance with the Local Planning Authority's requirements and in accordance with the Guidance Notes for the Reduction of Obtrusive Light issued by the Institution of Lighting Engineers, 2005.

Reason: In the interests of visual amenity. Relevant Policies - Local Plan ADV1.