

**ROYAL BOROUGH OF WINDSOR & MAIDENHEAD
PLANNING COMMITTEE**

MAIDENHEAD DEVELOPMENT CONTROL PANEL

19 December 2016

Item: 5

Application No.:	16/03184/ADV
Location:	Holyport College Ascot Road Holyport Maidenhead SL6 3LE
Proposal:	Consent to display one double-sided non-illuminated monolith sign at the site entrance
Applicant:	Mr Bell
Agent:	Mr Paul Lovelock
Parish/Ward:	Bray Parish/Bray Ward

If you have a question about this report, please contact: Garry Thornton on 01628 685901 or at garry.thornton@rbwm.gov.uk

1. SUMMARY

- 1.1 The proposed entrance sign has been reduced in size and is now considered to have an acceptable impact on the visual amenities of the area. Additionally the proposed advertisement is not considered to be detrimental to public or highway safety given its siting subject to the receipt of an amended plan confirming the exact siting of the sign.

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

2. REASON FOR PANEL DETERMINATION

- At the request of Councillor Walters in the public interest.

3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

- 3.1 The site is located on the south east side of the Ascot Road on the corner with Forest Green Road. Holyport College is situated on the site of the former Holyport Manor School. The existing School was redeveloped and extended in 2013/2014.
- 3.2 Holyport College opened in September 2014 and is a state funded day and boarding school for pupils ages 11 – 19 years.

4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

Ref.	Description	Decision and Date
13/00287	The redevelopment of the former Holyport Manor School to provide a new secondary school comprising 3 new buildings and the retention, refurbishment and demolition of the existing structures.	Approved 24.05.2013
16/00972/FULL	Single storey extension to dining hall and single storey extension to sports hall	Approved 14.06.2016

- 4.1 The application is for consent to display 1x non-illuminated sign at the entrance to Holyport College along the A330 Ascot Road. Amended plan PL59918 shows that the proposed sign has been reduced in height from 2.8m to 1.8m in height, and in width from 1.2m to 1m. The sign would be powder coated aluminium with vinyl graphics. Due to the large scale of the sign location plan and its level of detail officers however cannot be certain that the sign would be 2.4m from the carriageway edge as required by highways. An amended plan has therefore been requested and will be reported in the Panel Update.

5. MAIN RELEVANT STRATEGIES AND POLICIES RELEVANT TO THE DECISION

Royal Borough Local Plan

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

	Advert Consent
Local Plan	ADV1

6. EXPLANATION OF RECOMMENDATION

6.1 Advertisements may only be controlled with regard to two material considerations:

- o Amenity – The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed; and
- o 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.

6.2 Therefore the key issues for consideration are:

- i whether the design of the proposed sign is acceptable in terms of the impact on the character and appearance of the buildings or immediate vicinity;
- ii whether the proposal would have an acceptable impact on public safety;

Impact on the Visual Amenities of the Area

6.3 Following a site visit, the Planning Officer has established that the existing boundary fence of Holyport College is 1.97m high. Amended drawing PL59918 reduces the proposed sign to 1.8m in height (from the original 2.8m) and to 1m in width (from the original 1.2m). This reduction in size and scale would ensure that the proposed advertisement would be lower in height than the existing boundary fence and, as a result, would not be considered to be overly dominant or intrusive.

6.4 The proposed advertisement would therefore be considered to comply with RBWM Local Plan Policy ADV1 as due to its limited size and siting it would not be considered to out of keeping with the style or character of Holyport College or its rural surroundings.

Acceptable impact on public safety

6.5 The Highway Officer has no objection to the proposed advertisement subject to the outer edge of the sign being positioned at least 2.4m from the carriageway edge in order to protect the visibility splays at the site entrance. An amended plan to demonstrate this has been requested.

6.6 Subject to confirmation that the sign would be set back at least 2.4m from the carriageway edge the proposed new advertisement sign would not be detrimental to public safety by reason of design, size, colour or position, and would comply with RBWM Local Plan Policy ADV1

7. CONSULTATIONS CARRIED OUT

7.1 Comments from interested parties

2 neighbouring occupiers were notified directly of the application.

The planning officer posted a statutory notice advertising the application at the site on 24/10/2016.

Two letters of support were received relating to the application, summarised as follows:

Comment		Where in the report this is considered
1.	<p>Holyport College does not look like a school as you drive past: it could be an office block or industrial unit.</p> <p>A sign outside will highlight the fact that it is a school and encourage road users to slow down. I believe that this sign will make the road safer.</p> <p>This sign will not affect the open and rural character of the countryside.</p> <p>Having a sign outside a school is common practice.</p>	6.3
2.	<p>The addition of a sign will be a positive addition and will improve safety given that passing cars may not even be aware that it is a school.</p> <p>The sign will not impact on the road or be obtrusive in any way.</p>	6.6 6.6

7.2 Other consultees and organisations

Consultee	Comment	Where in the report this is considered
Parish Council	Recommended for refusal – This is inappropriate development which will have an impact on the openness of the Green Belt (GB1) and would not be compatible with the street scene (H14).	Applications of this type are not considered against GB1 or H14 in accordance with the Advertisement Regulations
Highways	No objection.	Noted

8. APPENDICES TO THIS REPORT

- Appendix A – Plans
- Appendix B – Site location plan

This recommendation is made following careful consideration of all the issues raised through the application process and thorough discussion with the applicants. The Case Officer has sought solutions to these issues where possible to secure a development that improves the economic, social and environmental conditions of the area, in accordance with NPPF.

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 part of the development shall be commenced until it has been confirmed that the proposed advertisement would be positioned over 2.4m from the edge of the carriageway. All dimensions are to be measured from the edge of the carriageway.