

WINDSOR URBAN DEVELOPMENT CONTROL PANEL

19 July 2017

Item: 3

Application No.:	17/00769/ADV
Location:	Advertising Right Jubilee Arch Windsor
Proposal:	Consent to display one internally-illuminated double-sided monolith
Applicant:	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: Josey Short on 01628 683960 or at josey.short@rbwm.gov.uk

1. SUMMARY

1.1

It is recommended the Panel refuses planning permission for the following summarised reasons (the full reasons are identified in Section 10 of this report):

- | | |
|----|---|
| 1. | By virtue of the scale, style, illumination and positioning of the proposed advertisement it would be unacceptable in the Windsor Town Centre Conservation Area as it would have a detrimental impact on the existing view from the station to Windsor Castle. Mindful of this, it is considered that the proposed advertisement would be contrary to policy ADV1 and ADV2 of the Councils Local Plan. |
| 2. | The proposed monolith and illuminated projections would obscure the existing views within the Conservation Area. Given the location between to two significant listed buildings it is considered this would be contrary to policy CA2 and LB2 of the Councils Local Plan. |

2. REASON FOR PANEL DETERMINATION

- The Head of Planning is not authorised to determine the application as the Council owns the land and is the applicant.

3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

- 3.1 The application site is located on Jubilee Arch within Windsor town centre, close to the junction with Thames Street. As such, the site falls within the Windsor Town Centre Conservation Area and Zone 1 of The Windsor Town Centre Shopfront and Advertisement Guidance. By virtue of the proposed positioning, the site is only accessible on foot.

4. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

- 4.1 The application seeks advertisement consent to display one internally illuminated double sided monolith. The proposed monolith would be a free standing structure in its location and would be internally illuminated with an illuminance level of 2500 candela per metre. The monolith would have a relatively central position on Station Approach close to the junction with Thames Street. The monolith would have a height of 2.512 metres, width of 1.09 metres, a depth of 0.18 metres and would be manufactured from extruded aluminium and finished in black/brown powder coated paint finish. The front of the monolith facing Thames Street would display a non illuminated static shop directory map and the rear facing the station would display a 55 inch digital LED screen. The site would not adjoin any properties within this location.

- 4.2 No relevant planning history.

5. MAIN RELEVANT STRATEGIES AND POLICIES RELEVANT TO THE DECISION

5.1 National Planning Policy Framework Sections;-

1. Section 12 – Conserving and enhancing the historic environment

National Planning Policy Guidance

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

Royal Borough Local Plan

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

Within settlement area	Conservation Area	Advertisement
DG1, H10, H11	CA2, LB2	ADV1, ADV2

These policies can be found at

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

Borough Local Plan: Submission Version

Issue	Local Plan Policy
Design in keeping with character and appearance of area	SP2, SP3
Makes suitable provision for infrastructure	IF1

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.

This document can be found at:

<http://rbwm.moderngov.co.uk/documents/s14392/Appendix%20A%20-%20Borough%20Local%20Plan%20Submission%20Version.pdf>

Supplementary planning documents

5.3 Other Strategies or publications relevant to the proposal are:

- RBWM Townscape Assessment – view at:
https://www3.rbwm.gov.uk/downloads/download/501/placemaking_and_design
- 1 RBWM Shopfronts and Advertisements in Windsor Town Centre Conservation Area – view at:
https://www3.rbwm.gov.uk/downloads/file/742/shopfronts_and_advertisements_in_windsor_town_centre_conservation_area
- 2 RBWM Windsor Town Centre Conservation Area Appraisal (parts 1-6) – view at:
https://www3.rbwm.gov.uk/downloads/download/216/conservation_areas

More information on these documents can be found at:

https://www3.rbwm.gov.uk/info/200414/local_development_framework/494/supplementary_planning

6. EXPLANATION OF RECOMMENDATION

6.1 The key issues for consideration are:

- i The visual impact the proposal would have on the conservation area and locality in general and on the nearby listed building.
- ii The impact of the proposed works on public safety

Visual Impact

- 6.2 The proposed monolith would be positioned on Jubilee Approach close to the junction with Thames Street. To the east of the site is Windsor Castle which is a Grade I listed building, an ancient scheduled monument located on crown land and within a historic park or garden. In addition to this, the Conservation Area appraisal details that Windsor Castle gives the Conservation Area an international status as the home of the oldest inhabited Royal residence in the world. To the west of the site would be Windsor Royal Station which is a Grade II listed building converted into a shopping centre.
- 6.3 Mindful of the above and given the proposed location of the monolith, it would be located in a highly sensitive location in which the character of the listed buildings and Conservation Area locality must be preserved. By virtue of the presence and scale of the proposed structure, it is considered that this would have a detrimental impact on the existing relationship between the two historic structures and within the conservation area. Furthermore, it is considered that the height and mass of the proposed monolith, alongside the scale of the proposed advertising screen would have an overbearing impact to pedestrian users of Jubilee Arch.
- 6.4 Paragraphs 133 and 134 of the National Planning Policy Framework (NPPF) make reference to substantial harm to a heritage asset and detail exceptions to this. In this instance, given the nature of the works and the proposed distance from the aforementioned heritage assets, it is considered that the proposed monolith would not result in substantial harm and as such it is necessary to assess the public benefit of the proposal. In this instance, given the existing signage in this location, it is considered that there would be no public benefit which would justify the positioning of the monolith.
- 6.5 In addition to the above, Policy ADV2 of the Councils Local Plan states;-
'2) Signs shall preferably be non illuminated. Where illumination is necessary it should be discreet and full details of the method of illumination and a measurement of the maximum sign face luminance should be submitted at the time of the application.'
- 6.6 In addition to the above, the Shopfronts and Advertisements in Windsor Town Centre Conservation Area define the application site as Zone 1. With reference to Zone 1 Signage Policy, the document states;-
'Advertisements will be strictly limited to traditional styles and materials and illumination is not encouraged. Some properties are recognised to require some form of illumination to their advertisements, particularly for evening opening.'
- 6.7 With the above taken into account, it is considered that the proposed method of advertisement, illumination and the advertisements themselves would too have a detrimental impact on the existing view from the station to the castle. As such, it is considered that the proposal would not preserve or enhance the character of the Conservation Area and would have a detrimental impact on the historic and architectural value of Windsor Castle and the Royal Station opposite. Mindful of this, it is considered that the proposed works would not comply with policies CA2 and LB2 of the Councils Local Plan in this instance. No information of the types of advertisements which would be projected has been provided in support of this application. Additionally, by virtue of the type of advertisement within Zone 1, it is not recognised to require some form of illumination and no justification of this has been provided. As such it is considered that the proposed advertisements are therefore considered to be contrary with planning policies ADV1 and ADV2 of the Councils Local Plan.

Public Safety

- 6.8 The east façade of the proposed monolith would display a non illuminated map. As no details of this and the materiality of it have been submitted, it is not possible to assess the impact this would have on the highway of Thames Street which is would front. The proposed LED screen advertisements would be on the adjacent side of the monolith and as such it is considered that this aspect of the proposal would have no impact on public safety of highway users.
- 6.9 When the scale of the proposed monolith is taken into account along side the width of Jubilee Arch it is considered that it would not impair the routes of pedestrians and as such no concern is raised in this regard.

7. CONSULTATIONS CARRIED OUT

Comments from interested parties

Three occupiers were notified directly of the application.

The planning officer posted a notice advertising the application at the site on 28th March 2017 and the application was advertised in the Maidenhead & Windsor Advertiser on 30th March 2017.

Statutory consultees

Consultee	Comment	Where in the report this is considered
Conservation Design Officer (verbal comments) :	Objection. The monolith would fail to comply with policy ADV2 of the Councils Local Plan and would be inappropriate in the Zone 1 location, as defined by 'Shop Fronts and Advertisements in Windsor Town Centre Conservation Area'	Please see paragraphs 6.4 and 6.5

8. APPENDICES TO THIS REPORT

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

9. RECOMMENDED FOR REFUSAL

- 1 By virtue of the style, illumination and positioning of the proposed advertisement it would be unacceptable in the Zone 1 location of the Windsor Town Centre Conservation Area as it would have a detrimental impact on the existing view from the station to Windsor Castle. Mindful of this, it is considered that the proposed advertisement would be contrary to policy ADV1 and ADV2 of the Councils Local Plan.
- 2 The proposed monolith and illuminated projections would obscure the existing views within the Conservation Area. Given the location between to two significant listed buildings it is considered this would be contrary to policy CA2 and LB2 of the Councils Local Plan.