

DEVELOPMENT CONTROL PANEL

1 June 2022

Item: 4

Application No.:	21/03739/ADV
Location:	Land Adjacent To Piara of Windsor Garden Cafe Alexandra Gardens Coach Park Goswell Road Windsor
Proposal:	Consent to display 1no. internally illuminated double sided digitalized monolith sign.
Applicant:	Mr Golabek
Agent:	Not Applicable
Parish/Ward:	Windsor Unparished/Eton And Castle

If you have a question about this report, please contact: Edward Vaudin on or at edward.vaudin@rbwm.gov.uk

1. SUMMARY

- 1.1 This application seeks advertisement consent to display one internally illuminated double sided digitalized monolith sign. One side consists of a map for the purposes of facilitating street-level navigation by pedestrians. The other side consists of a 49 inch digital screen for advertisements.
- 1.2 The proposed development, by virtue of its design, would overall respect the character and appearance of the area and would not be detrimental to highway safety.

It is recommended the Panel grants advertisement consent with the conditions listed in Section 12 of this report.

2. REASON FOR PANEL DETERMINATION

- The case has been called in by Cllr Bowden due to the siting of the proposal within central Windsor, conservation and heritage area.

3. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

- 3.1 The proposal is sited on the land adjacent to Windsor Garden Café, east of the Coach Park and south of Alexandra Gardens. The site lies approximately 50m west of Windsor Town Centre Conservation Area.

4. KEY CONSTRAINTS

- 4.1 Setting of the River Thames.

5. DESCRIPTION OF THE PROPOSAL AND ANY RELEVANT PLANNING HISTORY

- 5.1 This application seeks advertisement consent to display one internally illuminated double sided digitalized monolith sign. One side consists of a map for the purposes of facilitating street-level navigation by pedestrians. The other side consists of a 49 inch digital screen for advertisements.

6. DEVELOPMENT PLAN

Adopted Borough Local Plan

6.1 The main Development Plan policies applying to the site are:

Issue	Adopted Local Plan Policy
Character of the New Development	QP3
Highways	IF2

7. MATERIAL PLANNING CONSIDERATIONS

7.1 National Planning Policy Framework Sections (NPPF) (2021)

Section 2 – Achieving sustainable development
Section 4 – Decision-making
Section 9 – Promoting Sustainable Transport
Section 12 – Achieving well-designed places

7.2 Other Local Strategies or Publications

- RBWM Townscape Assessment
- RBWM Borough Wide Design Guide SPD 2020

8. CONSULTATIONS CARRIED OUT

Comments from interested parties

8.1 6 occupiers were notified directly of the application. The case officer posted a site notice on 14th March 2022 and the application was advertised in the local press on 3rd March 2022.

1 letter was received objecting to the application, summarised as:

Comments	Where in the report is this considered.
The sign would divert tourists away from neighbouring business.	This is not a material planning consideration.
The sign is huge and would dominate the area.	See paragraphs 9.10 – 9.13.

Others

Group	Comment	Where in the report is this considered.
Windsor and Eton Society	How can pre-application advice been given on this application over 7 years ago?	The date of pre-application advice is not relevant to the assessment of this application.

	Spelling mistakes on the application form.	Noted but not material to the assessment of the application
	RBWM website misleading with regard to listed buildings in proximity.	Not relevant to this application that is outside the conservation area/listed buildings.
	Detrimental impact on the setting of the surrounding listed buildings.	Not relevant to this application that is outside the conservation area/listed buildings.
	No heritage impact statement submitted.	Whilst the submission of a heritage impact statement would have been supported, it is not required for advertisement consent.
	Contradiction of RBWM Shopfronts and Advertisements in Windsor Town Centre Conservation Area which states that fully illuminated signs will not be accepted in Zone 3.	Not relevant to this application that is outside the conservation area.
	Strong case that the structures should be considered development.	The structures are considered permitted development under Class A Part 12 Schedule 2 of the GPDO.
	Premature in light of the Windsor Vision not yet being developed or discussed.	Not relevant to the consideration of this application.

9. EXPLANATION OF RECOMMENDATION

- 9.1 This application is made on behalf of the Royal Borough of Windsor and Maidenhead – the Local Authority.
- 9.2 Class A, Part 12, Schedule 2 of The Town and Country Planning (General Permitted Development) (England) Order 2015 (GPDO) stipulates that the erection of any small buildings, works, equipment, structures and infrastructure by the local authority are considered permitted development.
- 9.3 The proposed monolith would provide wayfinding services in the form of a map on the rear elevation and directions on the front elevation. As a structure to be erected by the local authority, it is considered to be permitted development as described above.

- 9.4 Notwithstanding the above, the proposed digital screen fitted to the monolith requires advertisement consent. As such, the following assessment is made in the interests of amenity and public safety as per The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 9.5 The key issues for consideration are:
- I. Public and highway safety;
 - II. Visual impact

Issue I. Public and highway safety

- 9.6 The proposed advertisement would be sited on the pedestrianised square, which provides access to perimeter shops and cafes as well as access to the coach park and Alexandra Gardens.
- 9.7 The proposal is not in proximity to any junctions or traffic signals. It is distanced approximately 3.4m from the kerb of the coach park pedestrian entrance and provides more than 3m of space either side of the monolith for pedestrian flow.
- 9.8 The illuminated advertisement portion of the proposed monolith is of a scale and siting that is not considered to unduly distract coach drivers manoeuvring in the coach park.
- 9.9 Overall, the proposal is not considered to result in any harmful impact on public nor highway safety.

Issue II. Visual impact

- 9.10 Policy QP3 of the Borough Local Plan states that new development will be expected to contribute towards achieving sustainable high quality design in the Borough.
- 9.11 The proposed monolith would be approximately 1m wide and 2.5m tall with a 0.5m by 1m digital screen displaying advertisements as subject to this application. The monolith would consist of a dark brown aluminium external structure with a gold/bronze base and glass panels to the rear.
- 9.12 The monolith itself is primarily to be erected for the purposes of wayfinding, providing a map of the locality on one side, with directions to locations of interest on the other, as well as the digital advertisement screen.
- 9.13 The proposed siting is within a square of small retail businesses with open frontages. The monolith would be sited approximately 50m from nearby Heritage assets (including the Conservation Area and listed buildings), with existing buildings and infrastructure occupying the intervening space such that the proposal would not give rise to any heritage harm. Overall, the monolith and screen within are of a scale and siting that would result in minimal visual impact on the character of the area.

10. COMMUNITY INFRASTRUCTURE LEVY (CIL)

- 10.1 The development is not CIL liable.

11. PLANNING BALANCE AND CONCLUSION

- 11.1 The proposals are not considered to amount to any harmful impact on public safety but would not have a harmful visual impact on the public realm nor surrounding area.

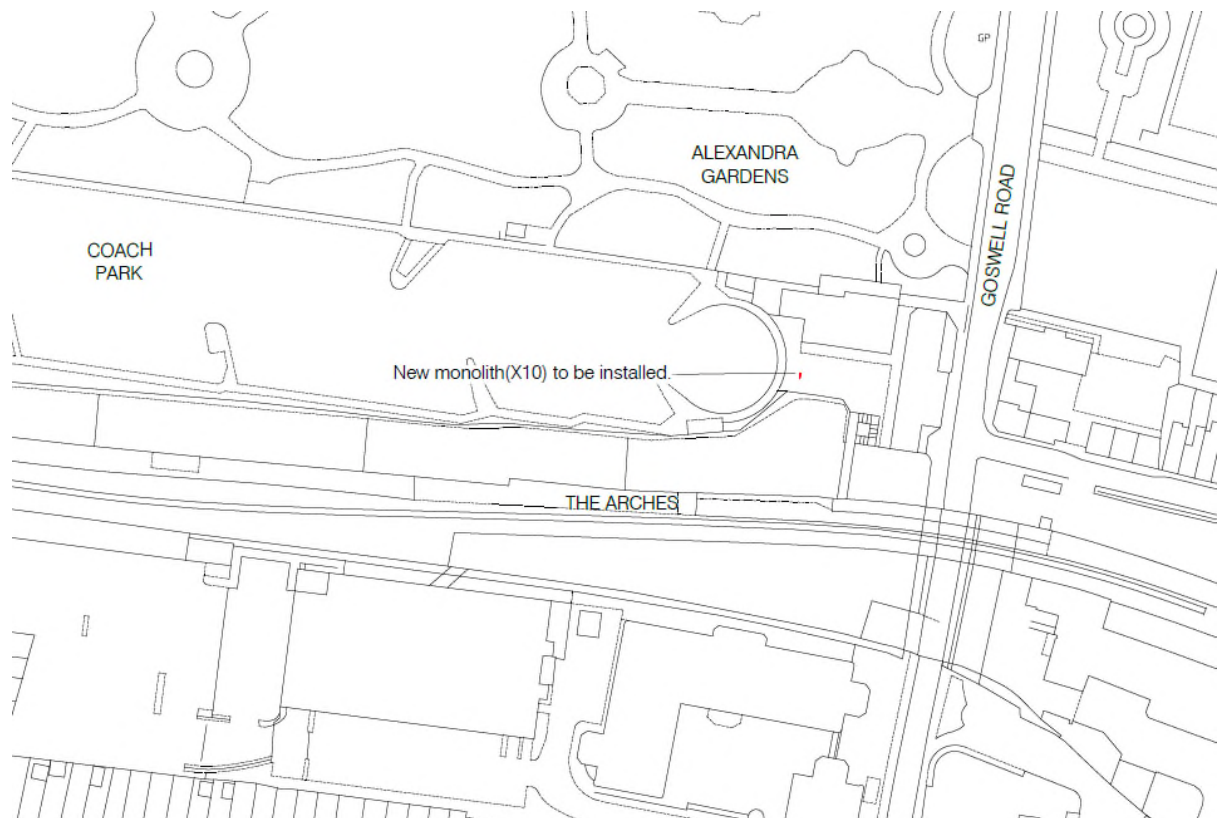
12. CONDITIONS RECOMMENDED FOR INCLUSION IF PERMISSION IS GRANTED

- 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 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 - Borough Local Plan QP3

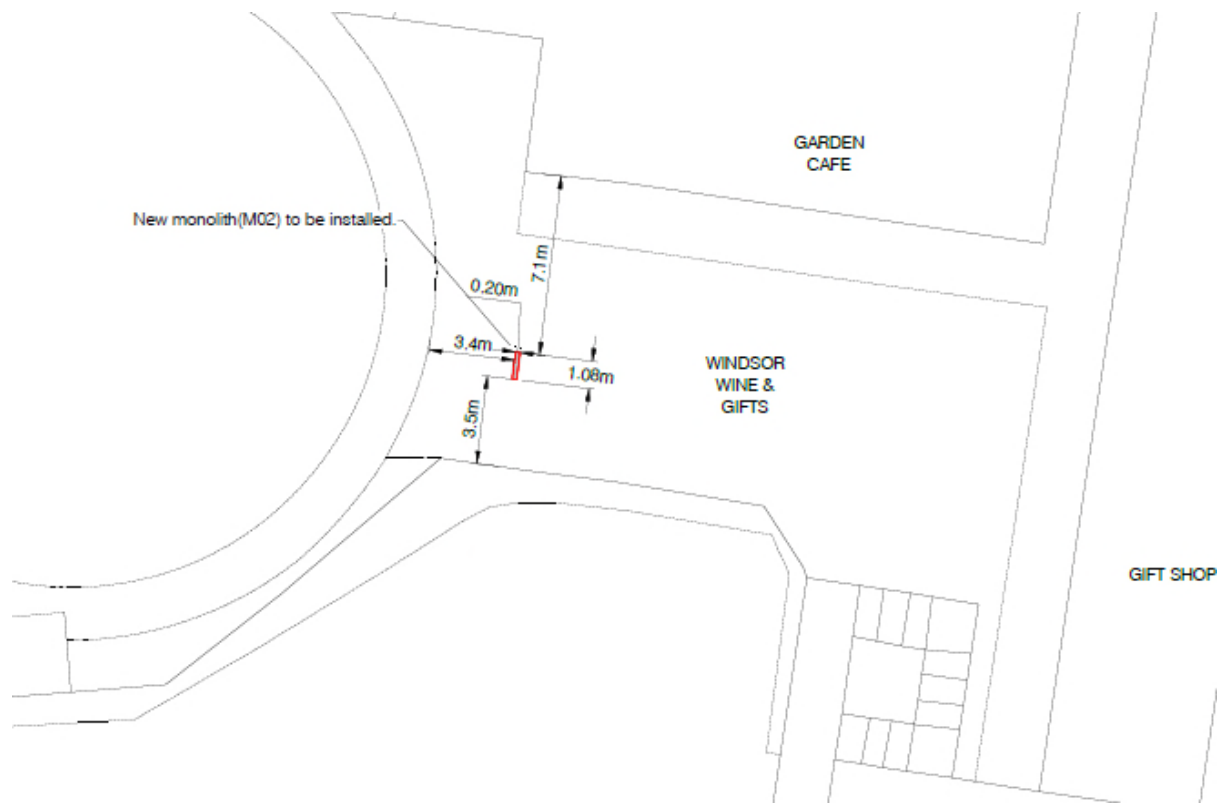
12. APPLICATION 21/03739/ADV - APPENDICES TO THIS REPORT

- Appendix A – Site Location Plan
- Appendix B – Proposed Site Plans
- Appendix C – Proposed Door Details

Appendix A – Site Location Plan



Appendix B – Proposed Site Plan



Appendix C – Proposed Door Details

