

16 March 2021  
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**SUBMITTED VIA PLANNING PORTAL REFERENCE: PP-09366650**

Dear Sirs,

**SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT (1990) AS AMENDED  
APPLICATION FOR CONSENT FOR THE DISPLAY OF ADVERTISEMENTS  
THAMES COURT, 1 VICTORIA STREET, WINDSOR, SL4 1YB  
LEGAL AND GENERAL**

**Introduction**

We write on behalf of our client, Legal and General, to apply for consent for the display of advertisements at 1 Victoria Street, Windsor.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015, the documents which comprise the application include the following:

- This covering letter;
- The completed application forms;
- The following plans:
  - SLP190923 – 'Site Location Plan';
  - (70)406 Rev A – 'External Signage Drawing Intent 01';
  - (70)407 Rev A – 'External Signage Drawing' Intent 02; and
  - (70)408 – 'External Signage Drawing' Intent 03;

The application has been submitted electronically via the Planning Portal (PP-09366650). A payment of £132.00, being the requisite application fee, has also been made electronically via the online portal.

**The Application Site**

The application site comprises the building at Thames Court, 1 Victoria Street, Windsor, SL4 1YB.

This building has been constructed pursuant to a planning permission granted on 13 September 2017 (Ref: 17/00006) and subsequently varied on 14 January 2020 (Ref: 19/03024) for '*Construction of a 5 storey building with associated car parking (including provision for public use at specific times), access and landscaping works following demolition of existing office building*'

The site is not statutorily or locally listed but is located within the Windsor Town Centre Conservation Area.

## **The Proposed Development**

This application also seeks advertisement consent for the installation of 3 no advertisements at the site which will include the following:

- 1 no. internally illuminated fascia sign;
- 1 no. internally illuminated double sided projecting sign; and
- 1 no. non-illuminated wall sign

The proposed fascia sign will measure 0.255m (h) x 4.06m (w) x 0.05m (d) and be located on the northern elevation of the building above the glazed entrance feature. The sign is of a high quality and simple design, consisting of 3D built up premium finish stainless steel lettering with an antique bronze powder coat finish which will be affixed to the fascia. The letters will spell out 'One Victoria Street' in reference to the development name and be halo illuminated via LED modules.

The proposed projecting sign will measure 1.56m (h) x 0.36m (w) x 0.1m (d) and be located on the eastern elevation of the building. It will comprise of an aluminium fabricated box with antique bronze powder coat finish affixed via 2 no projecting arms which will be mounted on two wall plates. The sign will project 0.2m from the face of the building and include the 'One Victoria Street' text on both sides as referenced above. Interior LEDs will be used to create a white keyline illumination.

The proposed wall sign will measure 0.2m (h) x 1.1m (w) x 0.025m (d) and be located on the planter at the northern elevation of the building. It will comprise of a folded aluminium plaque sign tray with antique bronze powder coat finish and debossed lettering and inset detail. The sign will be non-illuminated and be securely fixed to the planter wall with concealed fixings.

Full details of the proposed adverts are set out on the submitted drawings which are included as part of this application.

## **Assessment of the Proposed Advertisements**

The Royal Borough of Windsor and Maidenhead Local Plan was adopted in 2003 and constitutes the adopted development plan for the purposes of decision making.

Local Plan Policy ADV1 relates to proposals for the display of new, or the retention of existing advertisements. It states that they will be considered on their individual merits, but the Borough Council will not permit the display of signs which would be out of keeping with the style or character of the building, or its surroundings.

The policy states that proposals must not be detrimental to the amenity or safety, by reason of general design, size, colour, position, type or degree of illumination.

Local Plan Policy ADV2 states the conditions in which the Council will accept proposals for signs made through express consent within areas of additional controls such as Conservation Areas. This policy stipulates that signage should be appropriate to the type of the building it is affixed and where illumination is proposed this should be discreet.

Local Plan Policy T5 states that all development proposals will be expected to comply with the Council's adopted highway design standards.

It is specifically stated that the number and size of signs should be minimised and lighting schemes and street furniture designed to be sympathetic with and enhance the character of the area.



The Borough Local Plan 2013-2033 forms the emerging development plan, which, once adopted, will supersede the current Local Plan. The Borough Local Plan is at a relatively advanced stage and is currently going through the examination process. It is therefore considered that some weight can be afforded to its policies for decision making purposes.

Emerging Policy SP3 requires new development to contribute towards achieving sustainable high quality design in the Borough. This includes ensuring that development proposals respect and enhance the local, natural or historic character of the environment and do not have an unacceptable effect on the amenities enjoyed by the occupants of adjoining properties.

The regulation of building signage is controlled by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These guide that local planning authorities shall exercise their powers under the Regulations only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

These factors include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

An assessment of the proposed advertisements in respect of design and heritage impact, impact on amenity and public safety is considered below.

### ***Design and Heritage Impact***

The advertisements are of a high quality design and finish that is sympathetic to the host building and its wider setting. They would not obscure, directly affect, visually compete with, or otherwise alter the perception of the building and how it is perceived.

As stated above, the Site is located within the Windsor Town Centre Conservation Area. It is therefore necessary to consider the impact of the proposed signage on this heritage asset. Guidance advises that in order to assess harm it is necessary to understand the impact of a proposal on the significance of the relevant heritage assets.

The significance of the Windsor Town Centre Conservation Area, as identified within the Windsor Town Centre Appraisal, is derived from the presence of Windsor Castle, an official residence of Queen Elizabeth II. The Site does not specifically contain features that contribute directly to the significance of the Conservation Area and the introduction of the proposed signage would neither diminish nor detract from its overall character or appearance.

The effect of the advertisements is considered to have a positive impact on the appearance of the buildings in the immediate vicinity of where they are displayed. The submitted plans demonstrate that the materials, design, size and location of the signs is appropriate.

In this context there would be no adverse impact on any relevant heritage asset and as such no conflict with Policies ADV1 and ADV2 of the adopted Local Plan and Policy SP3 of the emerging Borough Plan.

### ***Amenity***

In accordance with Local Plan Policy ADV1, the type of signage proposed has been specifically selected to ensure that is in keeping with the style and character of the host building and its surroundings.

The level of lighting and luminosity is no more than what would be normally expected for a site of this size and the location it is within. Overall, it is considered that the signage would not result in an unacceptable impact on the amenity of the surrounding area.

The signage will be regularly maintained to ensure both its safety and positive visual impact on the street. The proposed illumination is discreet with minimal light spillage or glare.

Accordingly, the proposed advertisements comply with Policies ADV1 and ADV2 of the adopted Local Plan and Policy SP3 of the emerging Borough Plan.

### ***Public Safety***

The proposed signage would be located at a sufficient distance from the public highway and sited well above the entrance and walkway into the building. Furthermore, the signage would not compromise the safe use of public highways in the vicinity in terms of its appearance, colour and size.

Accordingly, the proposed advertisements comply with Policy T5 as they would not negatively affect public safety for pedestrians or distract car drivers who would pass by on Victoria Street.

### **Summary and Conclusion**

The application seeks consent for the display of advertisements at the site.

Overall, it is conserved that the proposals preserve the character and appearance of the area. Moreover, the significance of the Conservation Area will be sustained and will not be harmed as a result of the proposed advertisements.

Accordingly, we respectfully requested that planning permission is granted in accordance with Section 38(6) of the Planning and Compensation Act 2004.

We trust that the details included above and in the enclosed supporting information provide you with sufficient information to deal with the application positively and expeditiously.

Should you require any clarification or additional information, please do not hesitate to contact Chris Moore or Tim Price at these offices.

Yours faithfully

A solid black rectangular box used to redact the signature of the representative.

**Savills (UK) Limited**  
Planning