

BR/P20-2621

5 March 2021

Royal Borough of Windsor and Maidenhead
Town Hall
Saint Ives Road
Maidenhead
SL6 1RF

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Application for Advertisement Consent for new signage at 68 High Street, Sunninghill, Ascot, SL5 9NN

Planning Portal Ref. PP- 09585608

Pegasus Group is instructed to submit an application for Advertisement Consent for the installation of new signage in connection with the occupation at 68 High Street, Sunninghill, as a retail shop by Co-operative Food Group Limited (the Applicant).

Planning Permission 19/02311 was granted through appeal in May 2020 for the following development:

"Change of use of the existing first floor flat from residential to retail, new shop front, part single, part two storey rear extension with parapet wall, installation of a chiller unit, new boundary fence and alterations to fenestration to create new first floor flat with amenity space and external stairs.."

Accordingly, the following documents are submitted online via the Planning Portal (Ref. PP-09454285)

1. Completed application form & certificates;
2. Site Plan (Drg. No 28006v01_03);
3. Drawing Pack including Proposed Elevations, Plans and Sign Specifications (Drg. No 28006v01_03); and
4. Design and Access Statement (included in this covering letter).

The application fee of £132.00 will be paid via the Planning Portal on submission of the application.

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Planning, Design and Access Statement

Background to the Proposal and the Site

Permission for the redevelopment of the service station was granted under the allowed appeal (**Ref. APP/T0355/W/19/3241596**) of the following previously refused application:

(Ref. 19/02311) *"Change of use of the existing first floor flat from residential to retail, new shop front, part single, part two storey rear extension with parapet wall, installation of a chiller unit, new boundary fence and alterations to fenestration to create new first floor flat with amenity space and external stairs."*

Subsequently, an application for the discharge of conditions attached to the above was duly submitted:

(Ref. 20/02920/CONDIT) *"details required by condition 4 (acoustics)"* | Deemed discharge notice served

2 no. subsequent NMA applications have been submitted for the Council's consideration:

(Ref. 21/00588/NMA) which relates to the following: *"substitute proposed composite cladding panels on rear elevation for new brickwork to match the existing building."* | Approved 26 February 2021

(Ref. 21/00380/NMA) which relates to the following: *"remove ATM facing the High Street and replacement of approved shopfront with three glazed panels."* | Approved 12 February 2021

Further to the planning history listed above, the applicant is expecting to submit an application relating to details for a proposed plant to the rear of the unit.

Co-operative Group Food Ltd intend to occupy the unit at 68 High Street, Sunninghill, Ascot as a convenience store in Class E use.

The application which is subject of this letter seeks Advertisement Consent for the accompanying signage for the convenience store, in connection with Co-op's occupation

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of the site. A level of signage to advertise the site is expected. The surrounding character of the area includes commercial signage to advertise surrounding units and other uses. The proposal seeks Advertisement Consent for the following signs:

- 1 no. Single sided built-up logo on steel mounting plate with individual built-up face LED illuminated letters.
- 1 no. Non-illuminated text to match logo.
- 1 no. built up projecting illuminated letters on both sides.

Other vinyl and mounted signs benefit from deemed consent and are shown on the plans for reference only; they do not require Advertisement Consent.

Planning Policy

National Planning Policy Framework (2019)

National policy and guidance is set out in the Government's National Planning Policy Framework (NPPF) published in February 2019. This replaced and updated the previous NPPF 2012 and July 2018. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development.

Additionally, it states at Paragraph 132 that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within the regulations, but is a term for interpretation by the local planning authority as it applies in any particular case.

Royal Borough of Windsor and Maidenhead

The adopted plan is the **Royal Borough of Windsor and Maidenhead Local Plan** (1999).

Within the **Local Plan, SF1 Guidelines for shopfronts** relates to the environment, design and amenity and requires development to protect and enhance the amenity of the wider environment:

"New shopfronts should complement, not dominate, their setting and to this end should respect the scale, proportions, character and appearance of the upper part

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of the structure and, where relevant, adjoining buildings and shopfronts and the overall street scene. Particular regard will be paid to fascia lines, stallriser heights, frame and glazing bar profiles, materials and colour in considering the acceptability of proposals."

Design

The proposals will provide 1 no. internally illuminated logos on above the main shopfront entrance, with a non-illuminated welcome lettering adjacent to the logo sign, and 1 no. illuminated built up sign with letters on both sides.

The signage will serve to enhance the appearance of the shopfront through the introduction of a high quality, attractive signage.

All proposed signs are required to suitably advertise the new business investing in the site. The proposed signage scheme would have a negligible impact on the amenities of existing neighbouring properties.

The method of illumination will be restrained in character and is appropriate to advertise this commercial site. The logo sign will be illuminated by white LEDs (300 cd/m²), which is acceptable within residential areas.

Access

The new signage is situated at fascia height and will therefore not cause an obstruction to the highway or compromise highway safety. The signage will only be accessible to staff for cleaning and maintenance purposes.

All illumination is static and at a luminance no greater than 300 cd/m² (the industry standard) and, as such, will cause no distraction or dazzling to drivers passing the site. The level of advertisement proposed is necessary to advertise the Co-operative brand and does not compromise public safety. It can therefore be seen that the signage is acceptable in highways terms.

Conclusion

It is considered that the proposal for new advertisements in connection with the occupation of the permitted new convenience store at 68 High Street, Sunninghill, as a Co-op food store, is acceptable within the location proposed in terms of design, the impact of amenity and highway safety. Therefore, the proposed advertisements are fully compliant with relevant planning policies and does not contravene, relevant sections of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, **Policy SF1** of the **Local Plan**, or paragraph 132 of the **NPPF**.

I trust that the above and enclosed are sufficient to register the application as valid, and look forward to receiving confirmation of the same. However, if you have any queries, please do not hesitate to contact me.

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Yours faithfully



Benjamin Rowe
Planner



Enc.

Drawings

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