

Our Ref: 22202/CPJ/am
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05 April 2024

Royal Borough of Windsor & Maidenhead
Planning and Development
Town Hall
Maidenhead
SL6 1RF

Dear Sir / Madam,

**CONSENT TO DISPLAY ADVERTISEMENTS AND ASSOCIATED LISTED BUILDING CONSENT
AT MAIDENHEAD COURT BOAT HOUSE, COURT ROAD, MAIDENHEAD, SL6 8LQ**

We write on behalf of our client, N Family Holdings Ltd (trading as N Family Club), to submit the enclosed application for advertisement consent and associated listed building consent to display 2no. fixed display board signs and 3no. freestanding panel signs in relation to their occupation of Maidenhead Court Boat House, Maidenhead Court, Court Road, Maidenhead SL6 8LQ.

This Advertisement Consent application has been submitted via the Planning Portal (Ref: PP-12557852). The requisite fee of £165 plus the £70 portal admin fee, has been paid online. The associated Listed Building Consent application has also been submitted via the Planning Portal (Ref: PP-12557855) with no fee required.

The following documents are included with this submission:

- Completed Application Forms;
- Planning, Heritage, Design and Access Statement incl. Flood Risk Assessment (contained within this letter);
- Completed CIL Form 1;
- Site Location Plan;
- Block Plan;
- Drawings prepared by N Family Club:
 - Existing Plans and Elevations;
 - Proposed Plans and Elevations; and
 - Signage Details

Application Site Description

The application site includes a detached two storey plus roof storey former office building situated on the west side of the River Thames. The building is known as the "Boat House" or "Maidenhead Court" and sits centrally within the plot. To the front (west) of the building is the access via Court Road and a parking area. To the rear (east) is a garden which leads on to the River Thames and its footpath. Immediately north and south are residential properties accessed from Court Road. The site extends to circa. 0.2 ha and is situated within the authority area of the Royal Borough of Windsor and Maidenhead Council.

The site and its immediate context are demonstrated at Figure 1.

Figure 1. Aerial View and Photographs of Site



View of Front (West) Façade



View of Rear (East) Façade from River footpath

The building was Grade II listed in September 1988 (Historic England List Entry ref: 1117593) with the listing description as follows:

“Boathouse. 1899. Rendered brick, tile hung and half-timbered above, tile roof. Open boathouse below accommodation above. Two storeys and attic. Four segmental headed glazed doors on ground floor, the centre two wider. 7 windows above, 1.5.1, the outer ones gabled, the inner ones all within a large gable, 2 windows flank clock ingable, two tall rendered stacks. A palatial boathouse built for H Woodhouse, a local boat builder, and little altered.”

The site had previously been used in its entirety as Offices. The wider area is largely residential in character. In terms of Royal Borough of Windsor and Maidenhead Local Plan policy designations, the site is not subject to any site-specific allocation. It is within the Maidenhead Riverside Conservation Area. It is within the River Thames Corridor and Mineral Safeguarding Area. The Thames Path National Trail runs to the east of the site. The site is in Flood Zone 1, an area with low probability of flooding.

Planning History Summary

The site’s recent planning history considered to be most relevant to this advertisement and listed building consent application is set out in Table 1, below. There does not appear to be any planning history relating to signage at the site available online.

Table 1. Summary of Planning History

Ref.	Description	Decision
22/01982/CLD	Certificate of lawfulness to determine whether the existing use of the site as Class E (offices) is lawful	Granted Sept 2022
23/00177/FULL	Installation of VRF heating/cooling plant and associated works, landscaping, bin storage and a new boundary treatment.	Granted Jun 2023
23/00178/LBC	Consent for the installation of VRF heating/cooling plant and associated works, bin storage and external and internal alterations including a new staircase.	Granted Jun 2023
23/02685/CONDIT	Details required by Condition 2 (noise) of planning permission 23/00177/FULL for the Installation of VRF heating/cooling plant and associated works, landscaping, bin storage and a new boundary treatment.	Granted Nov 2023
23/03180/CONDIT	Details required by Condition 4 (Boundary treatment and means of enclosure) of planning application 23/00177/FULL for the installation of VRF heating/cooling plant and associated works, landscaping, bin storage and a new boundary treatment.	Granted Mar 2024
23/03187/CONDIT	Details required by Condition 2 (Handrails); Condition 3 (Staircase); Condition 4 (Enclosure) and Condition 5 (Louvres) of listed building consent for 23/00178/LBC for the consent for the installation of VRF heating/cooling plant and associated works, bin storage and external and internal alterations including a new staircase.	Granted Mar 2024
24/00130/CONDIT	Details required by Condition 3 (landscape plan) of planning permission 23/00177/FULL for the installation of VRF heating/cooling plant and associated works, landscaping, bin storage and a new boundary treatment.	Granted Mar 2024

Google Streetview shows no formal signage in place relating to the former Office occupier. The Court Road access comprises a wall with 'Maidenhead Court Boathouse' signage, and there was previously a freestanding security sign to the rear garden. These are shown at Figure 2 below.

Figure 2. Existing / Former Signage



Court Road Entrance (Google Streetview July 2023)



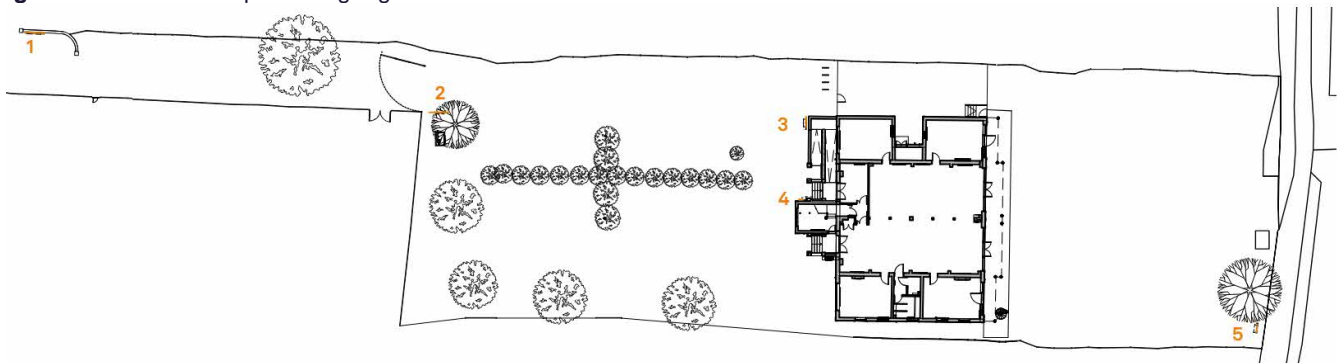
River Path Signage (Google Streetview February 2019)

Application Proposals

This application relates to the installation of external signage across the site, including 2no. fixed display board signs and 3no. freestanding panel signs. The proposed signage will allow N Family Club to appropriately market their presence as a new business in the area, and provide directional signage to improve wayfinding for nursery users.

An extract of the Proposed Site Plan showing the location of each of the signs is provided at Figure 3.

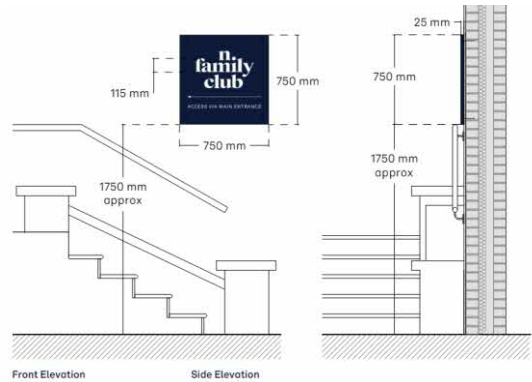
Figure 3. Extract of Proposed Signage



The proposed signage includes:

<p>Sign 1: 1no. fixed display board sign to Court Road entrance:</p> <p>1500mm (w) x 1000mm (h) x 90mm (d); Dark blue powder-coated metal board (RAL 5011) with white (RAL 9003) lettering; Externally illuminated via trough light mounted above proposed signage illuminated at 150cd/m2 during operational hours only; and Fixed to existing masonry wall.</p>	
<p>Sign 2: 1no. freestanding display board to car park entrance:</p> <p>850mm (w) x 1800mm (h) x 50mm (d) Dark blue powder-coated metal board (RAL 5011) with white (RAL 9003) lettering; Non-illuminated.</p>	
<p>Sign 3: 1no. freestanding display board directional sign</p> <p>850mm (w) x 1800mm (h) x 50mm (d) Dark blue powder-coated metal board (RAL 5011) with white (RAL 9003) lettering; Non-illuminated.</p>	

Sign 4: 1no. fixed display board sign to building entrance
 750mm (w) x 750mm (h) x 25mm (d);
 Dark blue powder-coated metal board (RAL 5011)
 with white (RAL 9003) lettering;
 Non-illuminated; and
 Fixed to existing masonry building facade.



Sign 5: 1no. freestanding display board to riverside frontage
 850mm (w) x 1800mm (h) x 50mm (d)
 Dark blue powder-coated metal board (RAL 5011)
 with white (RAL 9003) lettering;
 Non-illuminated.



Planning Policy Summary

For the Royal Borough of Windsor and Maidenhead, the Development Plan consists of the:

- Borough Local Plan 2013 - 2033 (2022)
- Proposals Map
- Supplementary Planning Guidance

Consideration must also be given to the National Planning Policy Framework (NPPF, 2023) which forms a material consideration. The relevant policies and guidance from the above documents are summarised below.

NPPF (December 2023)

The NPPF provides the overarching planning policy guidance for development across England. **Paragraph 38** sets out that Local Planning Authorities should approach decisions on proposed development in a positive and creative way. It states that decision-makers at every level should seek to approve applications for sustainable development where possible. **Paragraph 47** requires that applications be determined in accordance with the development plan unless material considerations indicate otherwise.

Paragraph 131 outlines that good design is one of the fundamental elements in ensuring sustainable development and contributes to creating better places to live and work, helping make development acceptable to communities.

Chapter 16 sets out guidance for conserving and enhancing the historic environment. **Paragraph 203** sets out that when determining applications affecting heritage assets, they should take account of:

“a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;

b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

c) the desirability of new development making a positive contribution to local character and distinctiveness.”

Furthermore **Paragraph 208** outlines:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

Paragraph 212 relates to conservation areas and sets out that local planning authorities should look for opportunities for new development within conservation areas to enhance or better reveal their significance. It states that proposals that preserve those elements of the setting that make a positive contribution to the asset should be treated favourably.

In terms of advertisements, **Paragraph 141** sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Borough Local Plan (2022)

Policy QP3 ‘Character and Design of New Development’ sets out the Council’s expectations for new development, which includes (amongst others) the following principles:

Respects and enhances the local, natural or historic character of the environment, paying particular regard to urban grain, layouts, rhythm, density, height, skylines, scale, bulk, massing, proportions, trees, biodiversity, water features, enclosure and materials;

Delivers easy and safe access and movement for pedestrians, cyclists, cars and service vehicles, maximising the use of sustainable modes of transport where possible;

Respects and retains existing high quality townscapes and landscapes and helps create attractive new townscapes and landscapes;

Has no unacceptable effect on the amenities enjoyed by the occupants of adjoining properties in terms of privacy, light, disturbance, vibration, pollution, dust, smell and access to sunlight and daylight;

Creates safe, accessible places where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion. Well connected, attractive, legible places with strong active frontages will be expected;

Policy QP4 ‘River Thames Corridor’ protects riverside views & access, the 8m buffer zone, and the Thames Path National Trail.

Policy NR1 ‘Managing Flood Risk and Waterways’ requires flood risk assessments for development in Flood Risk Zones 2 and 3. In all cases, development should not itself, or cumulatively with other development, materially:

a. impede the flow of flood water

b. reduce the capacity of the floodplain to store water

c. increase the number of people, property or infrastructure at risk of flooding

d. cause new or exacerbate existing flooding problems, either on the proposal site or elsewhere.

e. reduce the waterway's viability as an ecological network or habitat for notable species of flora or fauna.

Policy NR2 'Nature Conservation and Biodiversity' requires proposals to demonstrate how they maintain, protect and enhance the biodiversity of application sites including features of conservation value such as hedgerows, trees, river corridors and other water bodies and the presence of protected species.

Policy NR3 'Trees, Woodlands and Hedgerows' sets out that developments should protect and retain trees, woodlands and hedgerow, and plant new trees, woodlands and hedgerows and extend existing coverage where possible.

Policy EP1 'Environmental Protection' seeks to protect the local environment.

Policy EP3 'Artificial Light Pollution' sets out that lighting should not have a detrimental impact on neighbouring residents or biodiversity, with lighting to be directional to minimise light spill.

Policy IF6 'Community Facilities' sets out that proposals for new or improved community facilities which meet the needs or aspirations of local residents and visitors will be supported. Supporting paragraph 14.14.1 confirms that day care centres are community facilities.

Policy HE1 'Historic Environment' sets out that the historic environment will be conserved and enhanced in a manner appropriate to its significance. Development proposals would be required to demonstrate how they preserve or enhance the character, appearance and function of heritage assets (whether designated or non-designated) and their settings, and respect the significance of the historic environment. Applications for works to heritage assets will only be considered if accompanied by a heritage statement which includes an assessment of significance, a heritage impact assessment.

Consideration has also been given to the following Supplementary Planning Guidance:

Borough Wide Design Guide SPD
Maidenhead Riverside Conservation Area Appraisal
RBWM Townscape Assessment

Planning Assessment

The proposals comprise the installation of external signage which is needed to allow N Family Club to appropriately market their presence as a new business in the area. The provision of community facilities including childcare is supported across the development plan.

The planning considerations arising from the proposals are the impact on heritage and design, amenity and public safety. These considerations are addressed in turn below.

Design and Heritage Considerations

Adopted national and local planning policy requires that development proposals preserve or enhance the character of heritage assets and their settings. The designated heritage assets relevant to this proposal are the Grade II listed building and Maidenhead Riverside Conservation Area.

The scheme proposes 5no. signs within the site to both advertise the nursery's presence and improve wayfinding for the site's users and passing pedestrians. While this forms an increase over the existing position, the signs have been sited so as not to obscure or damage any specific architectural features of the building or site, particularly to its more significant eastern elevation. The scheme will comprise a sleek and coherent appearance which will contribute to the streetscape. The use of muted blue (RAL 5011) with white lettering (RAL 9003) is considered to be in keeping with the surrounds of the application site. The proposed materials are high quality and durable and will not be at odds with the overall appearance of the site or wider area.

As a whole, the size, scale and form of the signage remains in proportion with the site, ensuring it is sympathetic and not overly prominent. This will sustain the significance, appearance and character of the existing building. The majority of the signage is located internally within the site, and the proposed scheme will not result in any visual or physical clutter in views to or from the wider Conservation Area.

Only one of the signs, to the Court Road access, is proposed to be illuminated. This will be a subtle downlighting, ensuring there will be no harmful impact on the setting of the listed building or the Conservation Area, ensuring the historic character of the heritage assets is respected and preserved.

It is therefore considered that the Council should take a positive assessment of the proposed signage in design and heritage terms. The proposals will have minimal visual impact and will not detract from the character or appearance of the non-designated heritage asset or its setting. This scheme provides an appropriate signage solution that effectively markets the presence of the nursery, whilst preserving the site's character. The signage will not cause any material impact to the building, or obscure any of its architectural features. The proposals are therefore in full accordance with Policies HE1, QP3 and QP4.

There would be no impact on trees or landscaping or protected species at the site, in line with Policies NR2, NR3 and EP3.

The proposals will have no impact on the River Thames, views from it or its setting, or access to the river. No permanent physical structures are to be installed within 8m of the river, retaining the clear buffer zone. As such, the works are in accordance with Policy QP4 and NR1. Furthermore, there is no impact on the adjoining Green Belt, rights of way around the site or the river path.

Amenity and Public Safety Considerations

Policies QP3 and EP1 seek to protect public safety and surrounding amenity, in terms of visual privacy, outlook, sunlight, daylight and overshadowing, and pollution, dust and smell. The proposals will not result in any harm to the amenity of surrounding occupiers due to the discreet and slimline nature of the signage.

Only the display board sign to the Court Road access is proposed to be externally illuminated with a low level, static downlight. All lighting will only be switched on during the operational, daytime hours of the nursery. This would be during the winter months during collection and arrival times that will occur during times of low light. The illumination level will be subtle and directed towards the signage, causing no glare, spillage or harm to neighbours. Therefore, the proposed signs are not considered to result in any impact to residential amenity, or impact on public safety, in line with Policy EP3.

The slimline nature of the signage to the boundary will not impede any pedestrian or vehicle movements on the highway, or cause any impact on the operation, safety or accessibility to the local highway network. Furthermore, the proposed wayfinding signage to the building entrance will assist in directing nursery users, enhancing the safety and accessibility of the site for its users.

In light of the above, the signage is considered to be compatible with the surrounding area, resulting in no harm to public or private amenity, or public safety, in accordance with Paragraph 141 of the NPPF and Policies QP3 and EP1. As such, the proposals should be considered acceptable in this regard.

Design and Access Statement

A proportionate Design and Access Statement has been prepared in accordance with guidance set out within the NPPG (Online, 2022) below.

Use

This application relates to advertisements at the site only, with no change proposed to its use.

Scale and Amount

The proposed signage is considered to be proportionate in scale and quantity to the size of the site, the building frontages and is appropriate for the setting. It will not obscure or cause damage to any important architectural features of the listed building, the wider setting or the Conservation Area. The signage would result in no increase to the scale or amount of development on site.

Appearance

As detailed in full above, the proposals will have no detrimental impact on the visual appearance of the streetscape or Conservation Area, providing a sleek, uniform, and uncluttered appearance across the site. The majority of the signage is located internally within the site to aid wayfinding. The scheme will comprise high quality materials in a muted colour. This will have no detrimental impact on the character or appearance of the listed building or its setting. This application completes a wider package of works at the site, which will refurbish the site and improve its overall appearance.

Layout and Access

The proposed signage will not result in any changes to the site layout. The proposed signage will enhance the function, usability and accessibility of the building and site for nursery users. The signs will have no impact on highway or pedestrian safety, or impact on nearby Rights of Way.

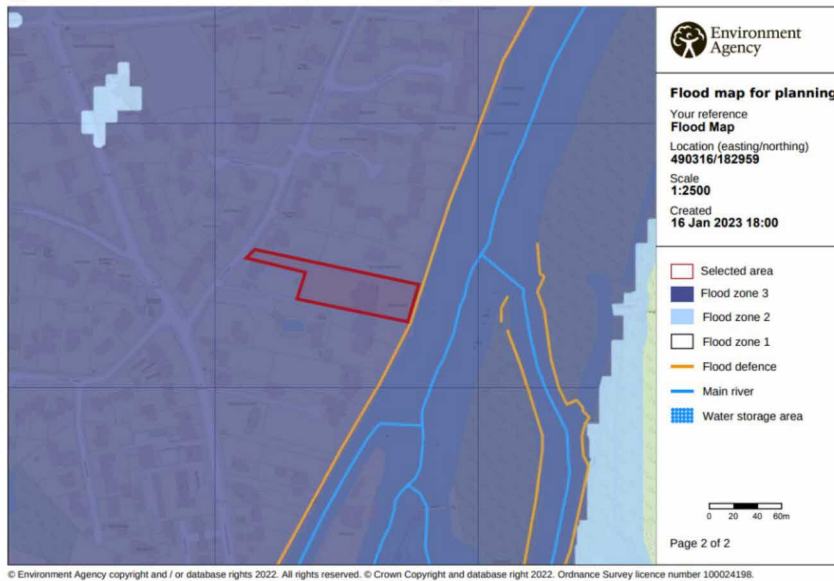
Trees and Landscaping

The proposals do not include any landscaping and will not impact any existing trees or landscaping at the site.

Flood Risk Assessment

The application site is located in Flood Risk Zone 3 and is in close proximity to the Flood Defence, as demonstrated in Figure 4. As a result, the site is categorised as having a 'high' risk of flooding. The site is currently occupied by the main building with a car park and access road to the west and rear garden to the east, nearest the river front.

Figure 4. Extract of Flood Map for Planning



The proposals will not result in the addition of any new permanent buildings or material increase in impermeable surfacing. The existing drainage system and arrangements at the site will also be unaffected. The works are therefore “minor” in nature and will have negligible impact on water flows or flood risk.

There are no works proposed that would impact the flood defence adjacent to the site. No physical or permanent structures are proposed within the buffer zone of the river that would impede access to the defence. Additionally, the proposals will not increase water volume or surface water runoff in or immediately surrounding the application site or result in any cumulative impacts.

Accordingly, the proposals should be acceptable in accordance with the NPPF and Policies QP4 and NR1.

Conclusions

This application seeks advertisement consent for the installation of a new signage scheme in relation to the occupation of Maidenhead Court Boathouse, Court Road, Maidenhead. The signage is proposed by N Family Club who will operate their nursery from the premises.

As detailed above, the proposed signage is consistent with paragraphs 197 and 202 of the NPPF and Policies QP3 and HE1, as it fulfils the requirements of preserving or enhancing the character of heritage assets, including listed buildings and their settings and Conservation Areas.

In addition, the signage complies with Paragraph 141 of the NPPF and Policies QP3, EP1 and EP4 in that it will protect public amenity and highway safety and incorporate high-quality design and materials within the public realm.

I trust that the attached information is sufficient to facilitate the granting of permission for the proposed signage. However, should you have any further queries concerning the application please do not hesitate to contact me.

Yours Sincerely



CHRIS PIRIS-JONES
Director