



SUNNINGDALE PARISH COUNCIL

The Pavilion, Broomhall Lane, Sunningdale, SL5 0QS

☎ 01344 874268

Email: info@sunningdaleparish.org.uk

www.sunningdale-pc.org.uk

Clerk: Ruth Davies

28th October 2020

Susan Sharman
Royal Borough of Windsor and Maidenhead
Town Hall, St Ives Road
Maidenhead, Berks SL6 1RF

Dear Susan,

Planning Application 20/00646/ADV – Sunningdale Park, Larch Avenue, Ascot SL5 0QE
Consent to display 4no. externally illuminated hoardings along the eastern, southern, and western boundaries.

The Planning Committee **objects** to this application.

This application is almost identical to application 20/00646 which **was REFUSED** on the basis that:-

“The proposed advertisements, by reason of their combined siting, size, design and illumination, will form dominant features in the locations where they are proposed, detracting from the visual amenities of these areas and contrary to adopted policies ADV1 of the Royal Borough of Windsor and Maidenhead Local Plan 1999 (including Adopted Alterations 2003) and DG1.1 of the Ascot, Sunninghill and Sunningdale Neighbourhood Plan 2014, together with paragraph 132 of the National Planning Policy Framework 2019”.

Our comments from the previous application still stand...

These hoardings, because of their size - both in height and width, would be very dominant in a village setting, being on B-roads and in townscapes of 'Villas in a woodland setting' and 'Leafy Residential Suburbs'. Both these townscapes are characterised by being areas of tranquillity, quiet and peace.

In addition to the sheer size of these hoardings, we are concerned about the lighting of these hoardings. In the townscapes described, the lighting, if intrusive, would be an eyesore for the duration of this development which is going to take several years to complete. The illumination would be a distraction whilst driving especially where it coincides with a corner position.

Also, the location of these hoardings may encroach on the RPAs of retained trees - and details of these trees should be provided as part of the application

The Parish Council therefore requests that this application be **REFUSED**.

Regards

Yvonne Jacklin and Michael Burn
Co-Chairs of Planning