

The application is for the demolition of 266 student bed-space and other demolition works; the erection of 13 new halls of residence, comprising seven cluster flat blocks and six townhouse blocks to provide 915 new student bed-spaces, three wardens' flats and three laundries; the provision of a music and teaching facility and a replacement medical facility; the erection of a two-storey social hub; the erection of ancillary buildings including bike stores and bin stores; the change of use of 'House 99' to the Keele Postgraduate Association building; the reconfiguration of parking, servicing and accesses; plus hard and soft landscaping, engineering works and associated infrastructure at Horwood Hall. The application site comprises 7.23ha.

The site lies within an area which on the Local Development Framework Proposals Map is excluded from the Green Belt but lies within an Area of Landscape Maintenance. The site lies within the Grade II Registered Parkland and Garden of Special Historic Interest at Keele Hall. The site lies outside the Keele Hall Conservation Area, but contiguous with it. A plan indicating the application site boundary in relation to those of the Conservation Area and the Registered Parkland and Garden will follow as Appendix 2 to this report.

The application is supported by an Environmental Statement (ES).

Applications for developments at Barnes Hall (16/01014/FUL) and Lindsay Hall (16/01015/FUL) and for a temporary car park for up to 400 vehicles on Plot 7, Home Farm (Ref. 17/00012/FUL) are considered elsewhere on the agenda.

The 16 week period for the determination of this application expires on the 28th March 2017.

RECOMMENDATION

- A) Subject to the applicant prior to the 28th March agreeing to extend the statutory period to 13th May 2017 and the applicant then entering into a Section 106 obligation by 6th May 2017 to secure financial contributions towards travel plan monitoring (£2,200 in total for all 3 schemes), the provision of real-time travel information (£15,000 in total for all 3 schemes), and a Toucan signal controlled crossing on Cemetery Road (£39,000 in total for all 3 schemes),

Permit, subject to conditions relating to the following matters:-

- Commencement time limit
 - Approved plans
 - Contaminated land
 - Construction hours
 - Construction management plan
 - Glazing specification
 - Noise levels from mechanical ventilation provision to habitable areas
 - Ventilation provision to habitable spaces
 - Noise from plant
 - Flue height
 - Provision of parking, servicing and turning areas indicated on approved plans
 - Cycle parking in accordance with approved details
 - Travel plan
 - Upon occupation, or at a later date if agreed, a review of the parking and modal split situation at the University to be undertaken, and such measures as shall be justified by the conclusions of that review, including if appropriate, the provision of additional or alternatively reduced parking, and management measures, to be submitted to the Local Planning Authority for its approval together with a timetable for the implementation of such measures, and thereafter their implementation
 - Temporary car park
 - Tree protection plan and method statement
 - Landscaping scheme
 - Facing and surfacing materials
 - Sample panel to be retained on site
 - Details of surface water and foul sewage drainage
- B) That your officers in consultation with the Chair be authorised to draw up a statement complying with Regulation 24 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011, as amended, that is based upon the content of this Report
- C) Should the above Section 106 obligations not be secured within the above period, that the Head of Planning be given delegated authority to refuse the application on the grounds that without such matters being secured the development would fail to secure measures to ensure that the development achieves sustainable development outcomes, and does not impact on highway/pedestrian safety; or, if he considers it appropriate, to extend the period of time within which the obligation can be secured.

Reason for Recommendation

The principle of residential accommodation within the University Campus is considered acceptable providing the students with accommodation very close to their place of study and the associated shops and services that the Campus offers. Subject to conditions and various Section 106 contributions which are considered necessary and lawful, the level of car parking initially proposed is considered acceptable although it is considered appropriate to require the position to be reviewed at the occupation of the development (and the other two schemes referred to elsewhere on this agenda).

The impact on trees is also considered acceptable. Taking into account the requirement for the decision-maker to pay special attention to such matters there would be no significant adverse impact on the setting of Keele Hall or the Conservation Area. The scale, and the simple, well-mannered design of the buildings would be appropriate and it is not considered that there would be any significant adverse impact on the character and appearance of the Historic Park and Garden, the wider campus, or on the even wider landscape impact of the University. Subject to the imposition of suitable conditions it is not considered that there are any adverse impacts of the development that would significantly and demonstrably outweigh the benefits and accordingly permission should be granted.

Statement as to how the Local Planning Authority has worked in a positive and proactive manner in dealing with the planning application

Additional information has been requested and provided where necessary to progress the determination of the application. This is now considered to be a sustainable form of development and complies with the provisions of the National Planning Policy Framework (NPPF).

Key Issues

1.1 Horwood Hall currently comprises 694 bed-spaces. Full planning permission is sought for the following:

- demolition of 266 student bed-space and other demolition works; the erection of 13 new halls of residence, comprising seven cluster flat blocks and six townhouse blocks to provide 915 new student bed-spaces, three wardens' flats and three laundries;
- the provision of a music and teaching facility and a replacement medical facility;
- the erection of a two-storey social hub;
- the erection of ancillary buildings including bike stores and bin stores;
- the change of use of 'House 99' to the Keele Postgraduate Association building;
- the reconfiguration of parking, servicing and accesses; and
- hard and soft landscaping, engineering works and associated infrastructure

1.2 The site lies within an area which on the Local Development Framework Proposals Map is excluded from the Green Belt but lies within an Area of Landscape Maintenance. The site lies within the Grade II Registered Parkland and Garden of Special Historic Interest at Keele Hall. The site lies outside the Keele Hall Conservation Area, but contiguous with it.

1.3 A number of key issues have been considered with respect to the previous application on the agenda for Barnes Hall (Ref. 16/01014/FUL) that are relevant to this application and therefore it is not considered necessary to repeat them here. In summary, the principle of residential accommodation within the University Campus is considered acceptable providing the students with accommodation very close to their place of study and the associated shops and services that the Campus offers. Subject to conditions and various Section 106 contributions which are considered necessary and lawful, the level of car parking initially proposed and the impact on trees is considered acceptable. With respect to this application, although concerns have been raised by Keele Parish Council regarding proximity to the existing staff flats, it is not considered that there would be any significant adverse impact on the amenity of the occupiers of those dwellings. Therefore the main issues for consideration in the determination of this application are:-

- Does the proposed development have any adverse impact upon the character and appearance of the Conservation Area, the setting of any Listed Buildings or the character and appearance of the Historic Park and Garden?
- Is the location and design of the proposed development acceptable, including in the wider landscape context?
- Do the adverse impacts of the development significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole?

2. Does the proposed development have any adverse impact upon the character and appearance of the Conservation Area, the setting of any Listed Buildings or the character and appearance of the Historic Park and Garden?

2.1 The site lies within the Grade II Registered Parkland and Garden of Special Historic Interest at Keele Hall and part of the site lies contiguous with a section of the north-east boundary of Keele Hall Conservation Area. Keele Hall, a Grade II* Listed Building lies to the south-west of the site.

2.2 There is a statutory duty upon the LPA to pay special attention to the desirability of preserving or enhancing the character and appearance of Conservation Areas and Listed Buildings in the exercise of its planning functions. There is no such statutory duty with respect to the Registered Parkland and Garden. Local and national planning policies seek to protect and enhance their character and appearance of all of such features and development that is contrary to those aims will be resisted.

2.3 The NPPF states that in determining planning applications, local planning authorities should take account of:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation
- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- the desirability of new development making a positive contribution to local character and distinctiveness.

2.4 Paragraph 132 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset such as a Conservation Area, Listed Building or Registered Park and Garden, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification.

2.5 In paragraph 133 it is indicated that where a proposed development would lead to *substantial* harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:-

- The nature of the heritage asset prevents all reasonable uses of the site
- No viable use of heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- Conservation by grant funding or some form of charitable or public ownership is demonstrably not possible; and
- The harm or loss is outweighed by the benefit of bringing the site back into use

2.6 Paragraph 134 states that 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.

2.7 Saved NLP Policy B5 states that the Council will resist development proposals that would adversely affect the setting of a Listed Building.

2.8 NLP Policy B9 states that the Council will resist development that would harm the special architectural or historic character or appearance of Conservation Areas. Policy B14 states that in determining applications for building in or adjoining a Conservation Area, special regard will be paid to the acceptability or otherwise of its form, scale and design when related to the character of its setting, including, particularly, the buildings and open spaces in the vicinity. These policies are all consistent with the NPPF and the weight to be given to them should reflect this.

2.9 The development comprises the demolition of a number of 2 and 3-storey blocks of student accommodation at various locations within the site as well as a 7-storey block and other ancillary buildings including the health centre. New 4-storey accommodation blocks and a new 2-storey hub building are proposed coinciding with the general footprint of the demolished buildings. New 4, 5 and 6-storey accommodation blocks and new music block and medical facility are proposed on the site of

the existing car park and a new car park is proposed. Renewal works and an extension are proposed to House 99 which is located on Horwood Hall Avenue (shown on the map provided with this report).

2.10 Horwood is adjacent to the north-eastern boundary of the Keele Hall Conservation Area which includes the Grade II* listed Keele Hall. The Landscape and Visual Impact Assessment (LVIA) submitted with the application states that the site has no effective visual relationship with the Conservation Area as the extent of trees and woodland between Horwood Hall and the Conservation Area provides considerable screening at this point. The ES that accompanies the application states that the site makes no contribution to the setting or significance of either Keele Hall or the Conservation Area and argues that they would not be affected by the proposed development.

2.11 The ES goes on to state that existing development on the Horwood Hall site has disrupted the designed landscape and that the disjointed development and mediocre quality buildings are unrelated to the historic layout and are negative elements. It states that the development proposals would introduce new built form within existing development on this site and would make negligible change to the Park's character.

2.12 In a joint response from the Gardens Trust and the Staffordshire Gardens and Parks Trust, concerns are raised regarding the proposed erection of blocks H2, H3 and H4 adjacent to Horwood Hall Avenue in the south-eastern corner of the site. Their comments include that development here will undesirably increase the density of building in an area of the campus currently characterised by its open space. It would be visible in glimpses through the adjacent tree belt from across the lake to the south representing a visual intrusion of contemporary development into an unspoiled part of the historic landscape causing harm to the setting of the Conservation Area and to the central core of the Registered Park and Garden.

2.13 The Conservation Officer states that the Conservation Area boundary is very well contained with wide banks of trees clearly defining the boundary and that as a result, Keele Hall is experienced mainly from the south east and views are only glimpsed from the Conservation Area into the Horwood site. Historic England considers that the proposed development would have no greater impact on the setting of the Hall, or the Conservation Area, or the significance of the Historic Park and Garden, than is currently the case.

2.14 Your Officer concurs with the Conservation Officer and with Historic England and considers that given the existing development at Horwood and the significant landscaping between the Hall and the Conservation Area, there would be no significant adverse impact on the setting of Keele Hall, the Conservation Area or the Historic Park and Garden.

2.15 The existing car park at Horwood, which is opposite the Student Union, would be developed with a mix of residential and other uses including a music and teaching facility and medical centre. The Gardens Trust and the Staffordshire Gardens and Parks Trust are concerned that the construction of a seven storey block to the south-east edge of this zone will be substantially taller than prevailing buildings on the campus and its close juxtaposition to the five storey block above the medical centre will be overbearing and oppressive and will not be an enhancement within the historic landscape.

2.16 Whilst significant in height, these buildings would be sited close to the existing heart of the campus and the highest block would not exceed the height of the existing tree canopy. This part of the site is sufficiently far enough away from Keele Hall not to compete with it and it is not considered that any objection could be sustained on the grounds of impact on the character of the Historic Park and Garden.

3. Is the location and design of the proposed development acceptable, including in the wider landscape context?

3.1 The site is within an Area of Landscape Maintenance as designated on the Local Development Framework Proposals Map and Policy N19 of the Local Plan states that within these areas it will be necessary to demonstrate that development will not erode the character or harm the quality of the landscape. This policy is considered to be consistent with the NPPF which states that the planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes.

3.2 The application site lies towards the centre of the University campus and just south of the northwest to southeast orientated ridgeline that crosses central parts of the campus. The site falls quite steeply to the southwest. The existing accommodation blocks and student townhouses comprise modern, red brick buildings with flat roofs to the accommodation blocks and pitched roofs to the student housing. The accommodation blocks are confined to the lowest parts of the site where they are mostly 3-storeys high although one block in the centre of the site is 7-storeys. The student housing is located on the highest parts of the site and limited to 2-storeys.

3.3 The proposal comprises a new 4-storey townhouse community in the north of the site stepping up the hill adjacent to Observatory Walk and new 4-storey cluster flat accommodation around the retained accommodation to the south-east of the site. A new social hub, together with central services, will be located in the centre of the site, with the central pedestrian link passing through the building and a 'mixed-use' development is proposed on the site of the E1 car park with cluster flat accommodation above commercial uses, a medical centre and a music facility opposite the heart of the campus. Renewal works and an extension are proposed to House 99 which is located on Horwood Hall Avenue.

3.4 The facing brickwork of the cluster flat blocks and townhouses would contrast with the colour of the plinths which would comprise dark brick with areas of feature white glazed brick panels. Crisp, white window surrounds are proposed and the cluster flats would have a bold stair and entrance design, while there would be vertical elements between pairs of townhouses to enhance legibility.

3.5 The Design and Access Statement states that the design intent is to respond to topography, setting and to extend the boundary of Horwood Hall, whilst still providing a community that feels connected. Buildings have been sited and orientated to respond to the site's topography and to retain key trees which punctuate this landscape. Curved pathways are proposed to link each building with one another and the wider campus. A new social hub and reception is to be centrally located with a wide paved route which sweeps through the hub from the north to the south-east. Woodland through the centre of the development is to be retained and enhanced, maintaining amenity value and retaining a distinct physical boundary between Horwood and Keele Hall.

3.6 A Landscape Visual Impact Assessment (LVIA) that accompanies the application states that there would be no impact on the wider landscape due primarily to the location of the site within the University and the high degree of enclosure provided by vegetation and built development. This ensures that the development will be contained and will not breach the wooded skyline when viewed from the surrounding area. At a more local level, the LVIA states that the existing halls of residence will be replaced by new student accommodation that seeks to visually lift the area. There will therefore be positive changes to the character of the site. Existing perimeter vegetation will be retained and together with vegetation and buildings that adjoin the site, will substantially filter and screen views of the new buildings from within the University and immediate surrounding area.

3.7 Overall your Officer considers that the scale, and the simple, well-mannered design of the buildings would be appropriate and it is not considered that there would be any significant adverse impact on the character and appearance of the wider campus, or on the even wider landscape impact of the University.

4. Do the adverse impacts of the development significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole?

4.1 As concluded in relation to the Barnes proposals earlier on the agenda (Ref. 16/01014/FUL), the proposal represents sustainable development and it is not considered that the adverse impacts would significantly and demonstrably outweigh the benefits of the proposal. Accordingly the proposal complies with the requirements of paragraph 14 of the NPPF as well as the overarching aims and objectives of the NPPF. On this basis planning permission should be granted provided the required contributions are obtained and appropriate conditions are used, as recommended.

APPENDIX

Policies and proposals in the approved development plan relevant to this decision:-

[Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy \(CSS\) 2006-2026](#)

Policy SP1	Spatial Principles of Targeted Regeneration
Policy SP2	Spatial Principles of Economic Development
Policy SP3	Spatial Principles of Movement and Access
Policy ASP6	Rural Area Spatial Policy
Policy CSP1	Design Quality
Policy CSP2	Historic Environment
Policy CSP3	Sustainability and Climate Change
Policy CSP4	Natural Assets
Policy CSP5	Open Space/Sport/Recreation
Policy CSP10	Planning Obligations

[Newcastle-under-Lyme Local Plan \(NLP\) 2011](#)

Policy H1	Residential Development: Sustainable Location and Protection of the Countryside
Policy E8	Keele University and Keele Science Park
Policy N3	Development and Nature Conservation – Protection and Enhancement Measures
Policy N4	Development and Nature Conservation – Use of Local Species
Policy N12	Development and the Protection of Trees
Policy N13	Felling and Pruning of Trees
Policy N17	Landscape Character – General Considerations
Policy N19	Landscape Maintenance Areas
Policy B3	Other Archaeological Sites
Policy B5	Control of Development Affecting the Setting of a Listed Building
Policy B9	Prevention of Harm to Conservation Areas
Policy B10	The Requirement to Preserve or Enhance the Character or Appearance of a Conservation Area
Policy B13	Design and Development in Conservation Areas
Policy B14	Development in or Adjoining the Boundary of Conservation Areas
Policy B15	Trees and Landscape in Conservation Areas
Policy T16	Development – General Parking Requirements
Policy C4	Open Space in New Housing Areas
Policy IM1	Provision of Essential Supporting Infrastructure and Community Facilities

Other Material Considerations include:

[National Planning Policy](#)

[National Planning Policy Framework \(NPPF\) \(2012\)](#)

[Planning Practice Guidance \(March 2014\)](#)

[Community Infrastructure Levy Regulations \(2010\)](#) as amended and related statutory guidance

[Supplementary Planning Guidance/Documents](#)

[Developer contributions SPD \(September 2007\)](#)

[Space Around Dwellings SPG](#) (SAD) (July 2004)

[Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance Supplementary Planning Document](#) (2010)

[Planning for Landscape Change - SPG to the former Staffordshire and Stoke-on-Trent Structure Plan](#)

[Waste Management and Recycling Planning Practice Guidance Note](#) approved in 2003 and last updated in February 2016

Relevant Planning History

- 10/00531/FUL Construction of student accommodation blocks at Keele University Campus (Barnes and Horwood) and residential development and an older persons care village at The Hawthorns - withdrawn on 7th March 2011
- 13/00424/FUL Proposed student accommodation with car parking at Keele Campus (Barnes) and residential development of 92 dwellings with school drop off point, shop and linked area of green space at The Hawthorns – Refused and dismissed at appeal in July 2015
- 16/01004/FUL Demolition of the Management Centre buildings at the Hawthorns, Keele and the construction of student accommodation at Keele University Campus (Barnes) and residential development at The Hawthorns, Keele – Approved

Views of Consultees

The **Environmental Health Division** – no objections subject to conditions regarding construction hours, a construction environmental management plan, noise from the music facility, environmental sources, mechanical ventilation, plant, the Student Union and the CHP plant, CHP flue height and contaminated land.

The **Landscape Development Section** (in relation to all 3 campus applications) – the three schemes appear to have been well considered and the landscaping proposals are an overall improvement in quality to the current landscaping, notwithstanding that the spaces between buildings are generally more restricted. Although trees will be lost this has been kept to a minimum, leaving sufficient mature trees, and the proposed enhanced landscaping provides adequate tree replacements and an overall net gain which will give a satisfactory tree cover for the future. The proposal to replace all the removed higher quality trees with well-placed substantial 'heritage' trees will ultimately mitigate the tree loss. No objection is raised to the proposals.

There are several existing trees within the site that appear to have new hard surfacing that exceeds 20% of the existing unsurfaced ground within their Root Protection Areas. All trees should be reviewed and suitable amendments made to redress this.

Conditions are recommended requiring a Tree Protection Plan, Method Statement and detailed landscaping plan and all recommendations of the Tree Report to be followed. A S106 contribution, reduced to account for single person units, is sought for off-site green space for the net gain in accommodation for each site.

The **Local Lead Flood Authority** has no objections subject to a condition requiring the submission, approval and implementation of a detailed surface water drainage scheme for the site.

Severn Trent Water, noting the acceptable outline drainage strategy, has no objections subject to a condition requiring drainage plans for the disposal of foul and surface water flows.

The **Highway Authority** has no objections to the proposal subject to the imposition of conditions requiring the provision of the parking, servicing and turning areas in accordance with the approved plans, full details of the cycle parking storage, submission of a travel plan, installation of a sustainable

travel information points within the two social hub buildings, provision of a temporary car park within the campus and submission of a Construction Management Plan. Section 106 contributions are required towards travel plan monitoring, installation of two sustainable travel information points, a toucan signal controlled crossing on Cemetery Road and a contribution for parking surveys and the implementation of Residents Parking Zones or parking restrictions if deemed necessary.

Natural England states that the proposal is unlikely to affect any statutorily protected sites or landscapes and reference is made to their Standing Advice on protected species. They state that the application may provide opportunities to incorporate features into the design which are beneficial to wildlife or enhance the character and local distinctiveness of the surrounding natural and built environment.

The **Conservation Advisory Working Party** - Generally they welcome the quality of the submission and the fact that the envelope of the halls are staying the same, not encroaching onto new green spaces and that respect has been given to trees and the special landscape character. The architects have created interesting spaces and landscapes and the crisp quality buildings are commended. Some members are disappointed at the loss of some of the earlier buildings on the campus especially at Horwood. Earlier University buildings have evolved to create a sense of character, an approach which reinforces the existing qualities of the park and gardens at Keele, being relatively small scale and in recognisable materials. The Working Party is concerned about the loss of car parking from Horwood and the general impact that this will have on the village given the increase in room numbers.

Staffordshire County Council Rural County (Environmental Advice) Team confirms the findings of the archaeological assessment and raises no further historic environment concerns. The Landscape and Visual Impact Assessment draws fair and accurate conclusions that landscape and visual effects would not be significant. The Design and Access Statement demonstrates that the design process has been informed by the landscape setting and seeks to reflect the character of the Registered Park and maintain key vistas, which is welcomed. There is also mention of taking opportunities to strengthen definition and soften building facades with planting, which should be developed to provide appropriate mitigation. There are no strategic landscape concerns to raise regarding this application. The County Council's Definitive Map of Public Rights of Way shows that no rights of way cross the application site. The County Council has received an application to add a Public Footpath to the Definitive Map.

Historic England states that Horwood Hall is located close to the Grade II* Keele Hall, adjacent to the Keele Hall Conservation Area and within the Grade II Keele Hall Historic Park and Garden. No objection is raised in principle to the demolition of the existing buildings and having carefully considered the relationship of the application site to Keele Hall and the immediate grounds and lakes, it is considered that the proposed development would have no greater impact on the setting of the Hall, or the Conservation Area, or the significance of the historic park and garden, than is currently the case. Conditions are recommended requiring architectural details, materials and finishes to be submitted for consideration.

The **Council's Conservation Officer** makes the following comments:

- The applications are accompanied by a lot of well-considered information which sets out the historic assets on the site and their significance and the effect of the developments on that significance
- Potential for impact would be on Keele Hall, the Clockhouse complex and associated structures like the pleasure garden and walls and the Conservation Area and Historic Park and Garden - in general it is the setting of these assets which has the potential to be affected
- Keele Hall is adjacent to Horwood Hall and the lakes and formal gardens are adjacent and fall within Keele Hall Conservation Area and the Historic Park and Garden. Keele Hall is not directly affected by the proposed development but its setting is. Horwood Hall is set on higher ground with dense banks of trees forming a clear boundary around the Hall and lakes. From here only partial views of the upper section of the Hall are apparent from Horwood and views are only glimpsed from the Conservation area into the Horwood site. Keele Hall is experienced mainly from the south east and the planting and banks of trees affect this experience.

- It is pleasing that House 99 will be retained and the minimalist extension is sympathetic to the distinctive style of the existing building.
- The music building/medical centre and accommodation blocks will have a significant impact as currently there are no buildings on the car park. However it is close to the existing heart of the campus and the highest cluster block will not exceed the existing tree canopy and is sufficiently far enough away from Keele Hall not to compete with it. The success of this part of the development will be in the quality of the materials and execution of the design. All of the other buildings are set in and amongst existing university buildings and contextually the University buildings are readily apparent within the Park and Garden setting.
- The unity of the materials for the residential accommodation and the crisp window details in the reveals and wrap around corner windows are supported. The sense of identity for each Hall which will be subtly created through other basic design principles such as feature panels, entrances and coloured blinds.
- There is no doubt that this overall masterplan for each of the Halls is extremely well considered and this will hopefully be its success if the concept is retained throughout the build. If one element is ignored then the success of the scheme could be compromised. There is a chance to create new and exciting places within the campus whilst not having a detrimental impact on the special character of the historic environment. The materials and details should be conditioned and sample panels of brickwork should be retained on site to ensure the consistency which is set out within the design and access statement.

Keele Parish Council wishes to see a strategic parking plan included in the application that identifies how the current number of parking spaces is going to be maintained during the development. It is concerned that if the number of parking spaces provided by Keele University for staff and students is reduced, this will impact on surrounding local roads in the Parish. Irresponsible parking that endangers other motorists and pedestrians has already been seen, and should not be exacerbated. In relation to Horwood Hall, there were concerns raised at the public consultation regarding the close proximity of the student accommodation with the staff flats and the overlooking nature of the accommodation. Although these comments were taken on board and the layout tweaked, there is still an issue in relation to the service entrance/disabled entrance at the rear of the halls. The Parish Council would like the main front entrance to be made into a pathway with no steps to reduce the need for an additional rear access or reduce the use. This would therefore lessen the encroachment on the staff flats (which are located just behind the service road).

The Gardens Trust (TGT) and **Staffordshire Gardens and Parks Trust (SGPT)** states that the principle of development of most of this site within the Registered Parkland and Garden (RPG) for university purposes has already been conceded. The extension of development for the music and medical centres into the car park will be read against adjoining 20th century university buildings and is accepted in principle. However the construction of a seven storey block to the south-east edge of this zone will be substantially taller than prevailing buildings on the campus and its close juxtaposition to the five storey block above the medical centre will be overbearing and oppressive. This seems unlikely to create a memorable student experience and is certainly not an enhancement within the historic landscape. The Trust suggests that the design, height and layout of buildings in this area be reconsidered.

The Trusts are particularly concerned by the proposed erection of blocks H2, H3 and H4 adjacent to Horwood Hall Avenue. This part of the site fronts the core of the historic park around Keele Hall and immediately abuts the boundary of the designated Keele Hall Conservation Area. Development here will undesirably increase the density of building in an area of the campus currently characterised by its open space. It would be visible in glimpses through the adjacent tree belt from across the lake to the south representing a visual intrusion of contemporary development into an unspoiled part of the historic landscape. This part of the development would cause harm to the setting of the Conservation Area and to the central core of the RPG. It should either be deleted from the application or another less sensitive site found for the new buildings.

The Trusts greatly regret the lack of architectural aspiration in the proposals for the new halls of residence and the use of an uninspired, standardised design module both within the application and at the concurrent proposal for Barnes and Lindsay Halls. The repetitive and institutional proposals put forward are unworthy of their historic setting and the University as a centre of learning and culture.

Without substantial reconsideration this will be a singularly unfortunate missed opportunity to enhance the historic park and student experience through imaginative and varied design.

The Trusts have no objection to the demolition of existing buildings of low architectural merit near the corner of Keele Hall Road and Horwood Hall Avenue and their replacement by the new Horwood Hub. They object to the creation of a large car park at this sensitive junction. It will be an unsympathetic intrusion into the setting of the Conservation Area and the core part of the historic park which will be readily visible from the main circular route through the campus. It should either be deleted from the proposals or an alternative location identified.

As currently presented the Trusts consider that the redevelopment will cause harm to the significance of the heritage assets at Keele Hall and object on the grounds of poor design, layout and visual intrusion. Both Trusts are disappointed that they were not consulted earlier in the planning process and given the chance to comment on the emerging scheme as respectively the statutory national consultee on historic designed landscapes and the principal local expert body. In this respect they consider that the applicant's claim of wide engagement is inaccurate and flawed.

Staffordshire Wildlife Trust and the **Environment Agency** were consulted upon the application, the date by which their comments were requested has passed without comments being received from them and they must be assumed to have no observations to make.

Representations

None received

Applicant's/Agent's submission

The application is accompanied by the following documents:

- Environmental Statement
- Design and Access Statement
- Planning Statement
- Access Statement
- Drainage Strategy
- Transport Statement
- Energy and Sustainability Statement
- Flood Risk Assessment
- Materials Schedule
- Phase 1 Detailed Desktop Study
- Resource Efficiency Management Plan
- Statement of Community Engagement
- Tree Survey

All of these documents are available for inspection at the Guildhall and as associated documents to the application in the Planning Section of the Council's website via the following link <http://publicaccess.newcastle-staffs.gov.uk/online-applications/PLAN/16/01016/FUL>

Background papers

Planning files referred to
Planning Documents referred to

Date report prepared

7th March 2017