

OFFICER REPORT ON DELEGATED ITEMS

Applicant Estates Department, Keele University **Application No** 12/00462/ADV

Location Students Union & Shops, Keele University, Keele

Description Advertisement Signs & Banners

Policies and proposals in the Development Plan relevant to this decision:

West Midlands Regional Spatial Strategy

Policy QE3: Creating a high quality built environment

Staffordshire and Stoke on Trent Structure Plan 1996 - 2011

Policy D1: Sustainable forms of Development

Policy D2: The Design and Environmental Quality of Development

Policy NC17A: Historic Parks and Gardens: Protection

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

CSP1: Design Quality

CSP2: Historic Environment

Newcastle under Lyme Local Plan 2011

Policy B5: Control of development affecting the setting of a listed building

Policy N17: Landscape Character – General Considerations

Policy N19: Landscape Maintenance Areas

Other Material Considerations:

Relevant National Policy Guidance:

National Planning Policy Framework (March 2012)

Circular 03/07 Town and Country Planning (Control of Advertisement) Regulations 2007

Supplementary Planning Guidance

Staffordshire County Council – Highways Standing Advice 2004

The Secretary of State's announcement of his intention to abolish RSS

The Secretary of State has made it clear that it is the Government's intention to revoke RSSs and the Localism Act 2011, which includes powers to give effect to that intention, received Royal Assent on 15 November 2011. However, pending the making of a revocation order in accordance with the new Act, the RSS remains part of the statutory development plan. Nevertheless, the intention to revoke the RSS and the enactment are material considerations.

Relevant Planning History

There have been several applications on the student union as well as in the immediate vicinity as part of aesthetic improvements to the heart of the campus. A previous signage application was approved for this building however this has not been implemented and subsequently there have been changes to the elevations of the student union (12/312/FUL - approved) and a change in the type of signage wanted by the students.

Views of Consultees

Keele Parish Council provided the following comments,

“There was some concern regarding the need for an illuminated sign, but overall it was felt as a minor refresh to the shop frontage”

Environmental Health have no objections to the application.

Conservation Advisory Working Party provided the following comments,

“No objection to the banners and shop front signs.

No objections to the student logo, however, the level of illumination should be controlled

The Working Party objected to the Student Union green cladding and suggested that the render could be cleaned or repainted with cream/white using colourful lettering to provide the stand-out feature”

The **Conservation Officer** has provided the following comments,

“I have no objections to the new signs for the shops or the banner signs in this location. However the Students Union sign has a poorer quality compared to the other signs that are proposed around the campus. The font doesn't seem to work very well and I do object to the internally illuminated box sign”

Representations

None received

Applicants/agents submission

The requisite application forms and drawings were submitted.

Key Issues

This application is for various advertisement signs on both the students union as well as the adjacent retail. The proposed signage would be in the form of fascia signs advertising the student union and retail units as well as some banner signs relating to the university itself. All the signs would be non illuminated with the exception of the Keele University Student Union logo which is specified to be illuminated with a 1050cd/m² lighting level.

The recently published National Planning Policy Framework now replaces the old PPG 19 which provided guidance on the display of outdoor advertisements. The NPPF still provides guidance on outdoor advertisements and details in paragraph 67 that,

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. 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”

The impact of the advertisements on the amenity of the property it relates to and the surrounding landscape

The fascia signage does not have an adverse impact upon the character of the area due to the acceptable design of the proposal. The signage is not too large or dominant and relates in scale to the buildings which they serve. Due to the scale of the building and the location of the signs, they will be viewed independently of one another so the proposals would not create a cluttered appearance. The signs are suitable in scale and size, identifying and informing visitors of the building and the services provided. The applicant has illustrated that the signs are to be white coloured stainless steel signage and this is considered to be acceptable in design giving a modern and quality finish to the building that is to be refurbished. It is not felt that this signage would harm the overall character of the surrounding landscape or the visual amenity of the listed building opposite.

Due to the scale and nature of the proposed banner signs to be placed above the retail units it is not considered that these would have an adverse impact upon the visual amenity of the area.

In terms of the proposed illumination it is felt that this location does not sit perfectly either within Zone E1 (Intrinsically dark areas) or Zone E2 (Rural or small village locations) as specified within Staffordshire County Council Standing Advice. The site is located within the heart of the campus where an existing night time economy exists and the proposed union square hard and soft landscaping scheme had lighting as a key principle within its design. As a result it is felt that lighting in accordance with Zone E2 would be more suitable in this context. A condition should therefore be included specifying that any lighting should not exceed 600cd/m² in line with the standing advice. It is therefore felt that the proposed signage would not have an adverse impact upon the surrounding area taking into account the position of the signage within a historic park and garden and Area of Landscape Maintenance.

The comments raised by the Conservation Officer in relation to the font type to be utilised for the proposed signage is considered justified as it is considered that a more traditional typeface would probably have related to the surrounding union square more acceptably. The planning authority however can only determine the application put in front of them and after consideration, it is felt that in this instance, a refusal on the grounds of the font type could not be sustained.

The proposals would therefore adhere with the principles of policies D2 and NC17A of the Staffordshire and Stoke on Trent Structure Plan as well as policies B5, N17 and N19 of the Newcastle under Lyme Local Plan.

The impact upon public and highway safety

Due to the scale, type and location of the advertisements, it is not considered that any adverse impacts upon public and highway safety would ensue.

Other Matters

The comments raised by CAWP in relation to the green cladding cannot be controlled in this instance as it has already been approved as part of the refurbishment of the building.

Recommendation

Approve subject to the standard conditions plus the following additional conditions;

1. The maximum luminance of any portion of the signs hereby approved shall not exceed 600 candelas m²

Reason: To protect the visual amenities of the area and respect the location of the site in compliance with policy D2 and NC17A of the Staffordshire and Stoke on Trent Structure Plan 1996-2011 and policies B5, N17 and N19 of the Newcastle under Lyme Local Plan and the aims and objectives of the NPPF.

2. The proposed signage shall be installed in accordance with the materials (type and colour) and fixing mechanism specified within the application unless otherwise agreed in writing by the Local Planning Authority.

Reason: To protect the visual amenities of the area and respect the location of the site in compliance with policy D2 and NC17A of the Staffordshire and Stoke on Trent Structure Plan 1996-2011, policies B5, N17 and N19 of the Newcastle under Lyme Local Plan and the aims and objectives of the NPPF.

Informative

The decision hereby issued was made following consideration of the following plans and supporting information;

- Signs BL30, BL31 & BL33 Artwork prepared by Green Brothers Signs Ltd pages 1 and 2 date stamped received by the Local Planning Authority on 26th July 2012
- Signs BL32 Artwork prepared by Green Brothers Signs Ltd pages 1 - 6 date stamped received by the Local Planning Authority on 26th July 2012

Performance Checks	Date		Date
Consultee/Publicity Period	31/8/12	Decision Sent Out	
Case Officer Recommendation	14/9/12	8 Week Determination	18/9/12
Management check	17/9 ESM		

