



Report to Planning Committee 15 February 2024

Business Manager Lead: Lisa Hughes – Planning Development

Lead Officer: Helen Marriott, Senior Planner, ext. 5793

Report Summary			
Application Number	23/02240/ADV		
Proposal	Signage on the Facades of the ASI building and within the Car Park area.		
Location	Air And Space Institute Newark (ASI), Great North Road, Newark On Trent, NG24 1BY		
Applicant	Lincoln College Group - Mr Nick Pettit	Agent	Stem Architects - Mr William Silby
Web Link	23/02240/ADV Signage on the Facades of the ASI building and within the Car Park area. Air And Space Institute Newark (ASI) Great North Road Newark On Trent NG24 1BY (newark-sherwooddc.gov.uk)		
Registered	04.01.2024	Target Date	19.02.2024
Recommendation	That Advertisement Consent is APPROVED subject to the Conditions detailed at Section 10.0		

This application is before the Planning Committee for determination, in accordance with the Council’s Constitution, because Newark and Sherwood District Council has an interest in the land.

1.0 The Site

The site relates to the Air and Space Institute (ASI) further-education college currently under construction. It is located to the north-east of Great North Road (B6326), to the north west of Newark and Sherwood District Council (NSDC) offices and to the south east and south west of the lorry park. The site is located within the Newark Urban Area. The nearest residential dwellings are located on the other side of Great North Road to the south (Midland Terrace).

The site is not located within Newark Conservation Area (CA) albeit the CA boundary follows the route of the railway line to the south-east of the site. Within the CA are a number of Listed

Buildings which are visible from the application site including the Grade II Listed Former Station Masters House and Railway Station building to the south-east of the site and former Goods Warehouse to the east of the site. The spire of Grade I Listed St Mary Magdalene Church spire and Newark Castle which is also a Scheduled Ancient Monument are also visible in close proximity to the site.

The site is located within Flood Zone 2 with a 1 in 100 annual probability of river flooding (medium probability) as identified by the Environment Agency (EA) flood maps. A number of mature trees are located adjacent to Great North Road.

2.0 Relevant Planning History

23/00334/FUL Ramp to connect Air & Space (ASI) access road – Permitted 21.04.2023

23/00215/ADV Erection of two posters advertising the Towns Fund projects and the Air and Space Institute project – consent 17.03.2023

21/02484/FULM Proposed erection of a new further educational establishment for the training of young adults within the aviation and space industries along with associated infrastructure including use of an existing car park, access, refuse area, substation and landscaping – Permitted 16.02.2022

21/00247/DEM Notification for Prior Approval for demolition of single storey steel framed market buildings, single storey office buildings, livestock pens and fences – prior approval required and approved 03.06.2021.

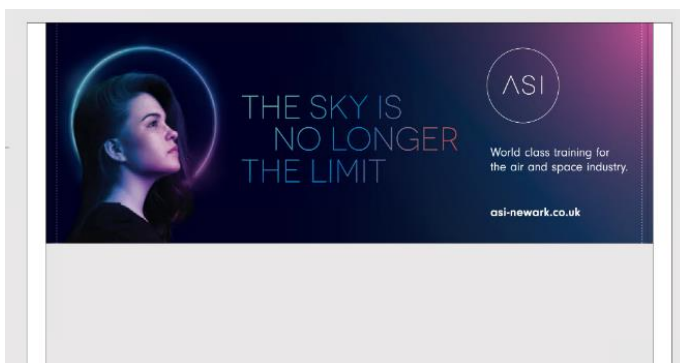
21/00246/DEM Notification for Prior Approval for demolition of 1no. dwelling and associated garage and outbuildings - prior approval required and approved 03.06.2021.

01870379 Construction of livestock market car and lorry parks – Permitted 28.09.1987

3.0 The Proposal

The application seeks consent for the erection of multiple advertisements on and around the Air and Space Institute (ASI) building as follows:

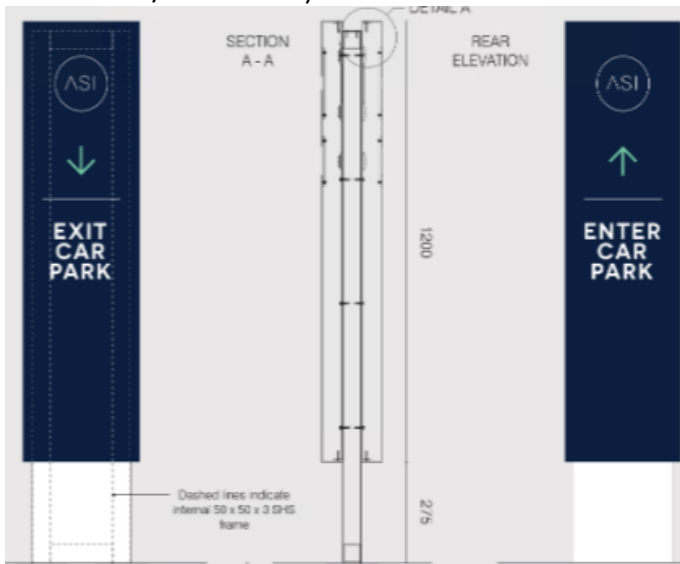
Sign A 2.85m x 1m panel (1.8m high) freestanding post sign on frontage of the site adjacent to the boundary with Great North Road (non-illuminated/aluminium):



Sign C 1.7m x 1.7m circular panel/feature sign on frontage of the site adjacent to the boundary with Great North Road (non-illuminated/aluminium colour white satin):



Sign D 2 x 1.475m by 0.33m totem signs adjacent to car park entrance/exit (internally illuminated/aluminium):



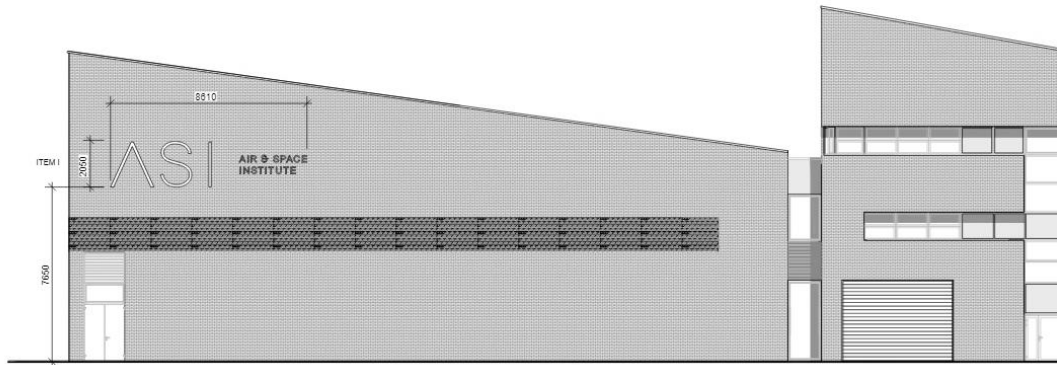
Sign E 2.2m x 0.7m freestanding pillar sign adjacent building entrance (internally illuminated/aluminium):



Sign G 3.652m x 3m high level wall sign on building frontage (internally illuminated white logo/grey aluminium panel):



Sign I High level lettering on side of hangar covering a total area of 8.81m x 2.05m (internally illuminated white letters):



Sign K Reception vinyl applied internally to glazing, *Sign L* 0.296m x 0.429m acrylic wall mounted panel and *Sign H* 2m x 2m high level circular wall sign (internally illuminated/white)



Information submitted with the application:

- Application Form Dated 18.12.2023
- 0400 Site Location Plan
- 4040 B Site Plan – Signage Locations

- 2040 Rev B Proposed Elevations – Signage
- Proposed Sign A 'Item A'
- Proposed Sign C 'Item C'
- Proposed Sign D 'Item D'
- Proposed Sign E 'Item E'
- Proposed Sign G 'Item G'
- Proposed Sign H 'Item H'
- Proposed Sign I 'Item I'
- Proposed Sign K 'Item K'
- Proposed Sign L 'Item L'

4.0 Departure/Public Advertisement Procedure

17 neighbours notified by letter.

Site Visit Date: 29.01.2024

5.0 Planning Policy Framework

The Development Plan

Newark and Sherwood Amended Core Strategy (Adopted March 2019)

Core Policy 9: Sustainable Design

Allocations & Development Management DPD

Policy DM5: Design

Policy DM12: Presumption in Favour of Sustainable Development

Other Material Planning Considerations

- National Planning Policy Framework
- Planning Practice Guidance
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- Newark and Sherwood Local Development Framework Shopfronts and Advertisement Design Guide SPD

6.0 Consultations

NB: Comments below are provided in summary - for comments in full please see the online planning file.

(a) Statutory Consultations

NCC Highways Authority – no objection subject to a condition stating the maximum luminance level.

(b) Town/Parish Council

Newark Town Council – No comments received.

(c) Representations/Non-Statutory Consultation

Newark Business Club – Support the application.

NSDC Conservation Officer – No objection.

NSDC Tree Officer – Request confirmation that proposed sign installation does not adversely impact upon existing or proposed trees.

No comments have been received from any interested parties/residents.

7.0 Comments of the Business Manager – Planning Development

The key issues are:

1. Background Information
2. Impact on Amenity
3. Impact on Public Safety

Background Information

In line with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 141 of the NPPF (2023) the main issues in determining this application for advertisement consent are related to amenity and public safety, taking account of cumulative impacts. The intentions of national policy are mirrored by Policy DM5 of the Allocations and Development Management DPD.

The above regulations advise that in determining advertisement applications the local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account - (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors. The factors that are considered relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Impact upon Amenity

“Amenity” is not defined exhaustively in the aforementioned Control of Advertisements Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)). It is, however, a matter of interpretation by the local planning authority as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

Core Policy 9 of the Core Strategy and Policy DM5 of the Allocations and Development Management DPD relate to visual amenity by seeking to ensure the character and appearance of the surrounding area is preserved. The justification text for Policy DM5 states that the impacts of

advertisements in terms of visual amenity will be assessed by reference to local distinctiveness. Broadly this element of the policy seeks to ensure that new development reflects the character of the locality in terms of its scale, form and design.

The application seeks consent for the signage required in connection of ASI and contain a mixture of identification and directional signs. The signs proposed on the building facades are appropriately sited and designed. The high-level signs are limited in quantum and would not give rise to visual clutter (Signs G, I and H). The smaller low-level signs (Signs K and L) serve a more functional purpose in terms of directing site users to the main entrance of the building and are also considered acceptable as proposed.

Five free standing signs are proposed between Great North Road and the frontage of the ASI building. Sign C would be a feature a circular sign that would complement the site's landscape scheme and would enhance entry into the site. Signs D (x 2) and E which measure 1.475m and 2.2m in height respectively, are illuminated and would provide direction for car park users and also for pedestrians accessing the site. Again, their siting and design is considered acceptable as proposed.

Sign A would be highly visible particularly by users of Great North Road travelling into Newark and has a more utilitarian appearance. This sign would not be illuminated which would reduce its overall prominence. A sign of this nature is not uncommon on college sites.

Consideration has been given to the potential for any impact on the historic environment, given the proximity of the site to the Conservation Area and nearby Listed Buildings. However, the proposal relates to the newly constructed ASI site, and the design of the proposed signs are considered to be in keeping with its contemporary design. Additionally, the proposed adverts are located away from designated heritage assets and it is not considered that the proposal would result in any adverse impact on their setting or significance.

Consideration has also been given to the potential for any impact on trees for those signs being installed within the ground. Any adverse impact upon trees which could result in their loss could result in an adverse amenity impact. As such, an updated Site Plan has been submitted to show that the proposed adverts alongside the approved landscape scheme for the site. This shows that the root protection areas of the existing and proposed trees can be avoided. However, the plan positions are not accurate and show a wide circular area within which these signs might be located. A more precise plan has been requested which has not been received at the time of Agenda print. As such the resolution to committee is subject to the receipt of this plan.

Subject to the receipt of this plan, it is considered that the scale and design of the advertisements proposed would be appropriate for the location and would not result in excessive visual clutter. The signage would be visible within the public realm to pedestrians walking and driving in the vicinity, however the signage would not result in any adverse visual amenity impact which is in accordance with DM5, CP9 and the provisions of the NPPF.

Impact upon Public Safety

Policy DM5 acknowledges that the assessment of advertisement applications in terms of public safety will normally be related to the impact on highway safety. The Highways Officer raises no objection to the application subject to a condition to control the levels of illumination. Subject to

this condition, it is considered that the proposed advertisements would not result in any unacceptable detriment to highway safety for pedestrians or other highway users. The advertisements are therefore considered acceptable in terms of public safety.

8.0 Implications

In writing this report and in putting forward a recommendation, Officers have considered the following implications: Data Protection, Equality and Diversity, Financial, Human Rights, Legal, Safeguarding, Sustainability, and Crime and Disorder and where appropriate they have referred to these implications and added suitable expert comment where appropriate.

9.0 Conclusion

The proposed advertisements are considered appropriate and proportionate to the purpose which they would serve. There are no identified detrimental impacts in relation to public safety or visual amenity – as a result the proposal is therefore compliant with Core Policy 9 of the Amended Core Strategy and Policy DM5 of the Allocations and Development Management DPD and the provisions of the NPPF. Accordingly, there are therefore no material considerations why advertisement consent should be refused.

10.0 Recommendation

Approve, subject to the:

- a) the submission of a more detailed signage location plan to replace Drawing No '4040 B Site Plan – Signage Locations' referred to in Condition 02 below to ensure no conflict with proposed trees; and**
- b) The following conditions:**

01

This consent shall expire at the end of a period of 5 years from the date of this consent.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02

The advertisements hereby permitted shall not be carried out except in complete accordance with the site location plan and approved proposed plans reference:

- 0400 Site Location Plan
- 4040 B Site Plan – Signage Locations
- 2040 Rev B Proposed Elevations – Signage
- Proposed Sign A 'Item A'
- Proposed Sign C 'Item C'
- Proposed Sign D 'Item D'
- Proposed Sign E 'Item E'

- Proposed Sign G 'Item G'
- Proposed Sign H 'Item H'
- Proposed Sign I 'Item I'
- Proposed Sign K 'Item K'
- Proposed Sign L 'Item L'

Reason: So as to define this consent.

03

The advertisements hereby permitted shall be constructed entirely of the material details and colour finishes detailed in the approved plans.

Reason: In the interests of visual amenity.

04

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

05

No advertisement shall be sited or displayed so as to:

- a) endanger persons using the highway.
- b) obscure, or hinder the ready interpretation of, any traffic sign; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

06

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

07

Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

08

Where an advertisement under these regulations is to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

09

The maximum luminance of any sign shall not exceed 600 cd/m² and shall not be intermittent, pulsating or flashing.

Reason: In the interests of visual amenity and highway safety.

Informatives

01

The application as submitted is acceptable. In granting consent without unnecessary delay the District Planning Authority is implicitly working positively and proactively with the applicant. This is fully in accordance with Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended).

BACKGROUND PAPERS

Application case file.

Committee Plan - 23/02240/ADV

