

**DELEGATED**

**AGENDA NO  
PLANNING COMMITTEE**

**DATE 23 SEPTEMBER 2009**

**REPORT OF CORPORATE DIRECTOR,  
DEVELOPMENT AND NEIGHBOURHOOD  
SERVICES**

**09/1279/ADV**

**Bede Sixth Form College, Hale Road, Billingham**

**Application for the erection of 1 No. totem sign and 1 No. pole mounted banner sign (adjacent to Marsh House Avenue), 1 No. internally illuminated fascia sign attached to the main SRC Bede Sixth Form Building and 1 no. non-illuminated fascia sign attached to the SRC Sports Centre building.**

**Expiry Date 5 October 2009**

### **SUMMARY**

This application seeks advertisement consent for the erection of 1 No. non-illuminated totem sign and 1 No. non-illuminated pole mounted banner sign (adjacent to Marsh House Avenue), 1 No. internally illuminated fascia sign attached to the main 'SRC Bede Sixth Form' building and 1 no. non-illuminated fascia sign attached to the 'SRC Sports Centre' building.

The application site is the newly developed Bede Sixth Form College and Sports Centre, which lies adjacent to Marsh House Avenue (west), Billingham. To the north is a large open playing field and beyond is Campus Secondary School. To the west and south are the residential properties located along Marsh House Avenue. To the south is Billingham Children's Day Nursery and Bede 6th Form College (currently being demolished) and beyond are the properties of Low Grange Avenue (south) and Marsh House Avenue (south west).

The main issues for consideration when assessing this application are the potential impact upon the amenity of neighbouring land users, the impact upon the character of the surrounding area and the implications for highway safety.

10 letters of objection have been received as a result of publicising the planning application from the neighbouring properties of Marsh House Avenue and Low Grange Avenue, who objects to the proposal on several grounds including impact on visual amenity, the location of the signs and that the submitted plans are unclear.

After further assessment of the submitted plans, this application was made invalid as it was considered that the submitted plans were unclear and inaccurate.

The applicant has subsequently submitted revised plans which are considered to be more accurate and comprehensible, whilst the description of the application has been updated to withdraw from the description the various non-illuminated pole and fence mounted signs which do not require advertisement consent under Schedule 3, Part 1, Class 2A of The Town and Country Planning (Control of Advertisements) Regulations 2007. All neighbours have been consulted on the submitted revised plans.

In accordance with the approved scheme of delegation, the application is being reported to the Planning Committee for determination as more than 5 no. letters of objection to the scheme have been received as a result publicising the advertisement application from neighbouring properties.

## **RECOMMENDATION**

Planning application 09/1279/ADV be Approved subject to the following conditions

- 01** *The development hereby approved shall be in accordance with the following approved plan(s); unless otherwise agreed in writing with the Local Planning Authority.*

<i>Plan Reference Number</i>	<i>Date on Plan</i>
1-11 REV K	28 May 2009
2-11 REV K	28 May 2009
SBC0001	28 May 2009
3-7 REV E	10 August 2009
A(00)GAE001 REV D	10 August 2009
1-7 REV E	10 August 2009
52168/R1 REV C	10 August 2009
A(00)GAE001 REV G	10 August 2009
52168/R1 REV B	10 August 2009
A(00)GAP002 REV 01	10 August 2009

*Reason: To define the consent.*

- 02.** *Notwithstanding the submitted information, the 1 no. internally illuminated fascia sign, including the LED reader, hereby approved shall not be illuminated outside the hours of 22:00 and 08:00.*

*Reason: In the interests of the visual amenity of adjacent residential properties and highway Safety*

- 03.** *Notwithstanding the submitted information, the 1 no. internally illuminated fascia sign hereby approved shall not exceed a luminance of 400 cd/m2.*

*Reason: In the interests of Highway Safety*

*The proposed scheme has been considered against the policies below and it is considered that the scheme accords with these policies as the development is considered to be in keeping with the surrounding area, and will not have an adverse impact on safety or amenity and there are no other material considerations which indicate a decision should be otherwise.*

**Stockton on Tees Local Plan Policy GP1  
PPG19 Outdoor Advertisement Control**

## **BACKGROUND**

1. The main planning approvals associated with the redevelopment of the College site include; 07/2730/FUL; Planning permission was granted on 20<sup>th</sup> December 2007 for the erection of a 3 storey education facility with associated car parking (Demolition of existing building) and 07/2731/FUL; Planning permission was granted on 20<sup>th</sup> December 2007 for the erection of a 2 storey sports centre including an all weather pitch.

2. 2 associated Section 73 planning applications (reference 09/1468/VARY and 09/1469/VARY) have recently been submitted to vary condition No's 2 (Approved plans) and 6 (means of enclosure) of approval's 07/2731/FUL and 07/2730//FUL respectively.
3. In addition, advertisement consent has previously been granted on 25<sup>th</sup> February 2009 at this application site for the erection of 3 - 6m high flag poles (reference 08/3313/ADV).
4. Following neighbour consultation on the original submitted plans, to which 10 letters of objection were received, and further assessment of the submitted plans, this application was made invalid as it was considered that the submitted plans were unclear and inaccurate. The submitted site plan did not show the location of the 2. fascia signs.
5. The applicant has subsequently submitted revised plans which are considered to be more accurate and comprehensible, whilst the description of the application has been updated to remove the various non-illuminated pole and fence mounted signs from the description as these signs do not require advertisement consent under Schedule 3, Part 1, Class 2A of The Town and Country Planning (Control of Advertisements) Regulations 2007. All neighbours have been consulted on the submitted revised plans, to which consultation expires on 19<sup>th</sup> September 2009.
6. Following the site visit it was noted that the 1 no. internally illuminated fascia sign and 1 no. non-illuminated fascia sign have been erected and therefore the application will be considered as part-retrospective.

## **PROPOSAL**

7. This application seeks advertisement consent for the erection of 1 No. non-illuminated totem sign and 1 No. non-illuminated pole mounted banner sign (both adjacent to Marsh House Avenue), 1 No. internally illuminated fascia sign attached to the main SRC Bede Sixth Form building and 1 no. non-illuminated fascia sign attached to the SRC Sports Centre building.
8. The proposed non-illuminated totem sign will measure approximately 3.24m in height x 1.2m in width x 0.1m in depth. The proposed sign will be constructed from a steel framework, clad with aluminium and finished in a grey colour. The totem sign will feature the College's logo and text that reads 'SRC Bede Sixth Form and Sports Centre'. The sign will be located next to the main entrance of the application site, adjacent to the highway of Marsh House Avenue.
9. The non-illuminated pole mounted banner sign (also adjacent to Marsh House Avenue) will measure approximately 3.8m in height x 3.3m in width x 0.22m in depth. The banner sign will feature the College's logo and text that reads 'SRC Bede Sixth Form', and will be constructed from folded aluminium panels attached to 2 support posts.
10. The one internally illuminated fascia sign is attached to the front elevation of the main SRC Bede Sixth Form building and measures approximately 7.3m in length x 1.8m in height x 0.23m in depth. The sign features the College's logo and text that reads 'Bede Sixth Form', which is internally illuminated by blue static fluorescent lamps. The sign also features an electronic 'LED leader unit' that allows text to scroll across its screen. The signage is constructed from folded aluminium face panels which are finished in white, with an acrylic face applied with blue, green and white digital print vinyl lettering.
11. The non-illuminated fascia sign is attached to the front elevation of the 'Sports Centre' and measures approximately 14.155m in length x 1.638m in height x 0.04m in depth. The sign features the College's logo and text that reads 'SRC Sports Centre'. The sign is constructed from blue individual aluminium cut letters.

## **CONSULTATIONS**

12. The following Consultations were notified and any comments received are set out below:-

13. Head Of Technical Services

I refer to your memo dated: 12 August 2009

General Summary

Urban Design has no objections subject to the comments below.

Highways Comments

We have no objections to make regarding this application subject to the illuminated sign not exceeding a maximum luminance level of 400 cd/m<sup>2</sup>

We would recommend a time limit to be considered for the proposed illuminated sign and LED reader given the location & height of this sign.

Landscape & Visual Comments

We have no objections to the proposed signs subject to no damage to the new trees to be planted as part of this development.

## **PUBLICITY**

14. Neighbours were notified and comments received are summarised below

15. 10. letters of objection were received from No's 291, 293,305 Marsh House Avenue and No's 21, 25, 33, 35, 37, 55, 57 Low Grange Avenue.

- It is unclear from the (original) submitted plans where the signage will be erected, and there is not enough time to assess the submitted plans
- It is unclear where the 1 no. totem sign will be erected and it could have a potential detrimental impact on their amenity due to its proximity to the residential properties
- The proposed banner sign adjacent to Marsh House Avenue will be visually obtrusive, resulting in a loss of visual amenity and should be relocated
- The internally illuminated sign will affect the amenity of neighbouring properties in terms of outlook
- The erected buildings have an 'overpowering' effect and have resulted in a loss of privacy
- The erected 1m high golf ball nets are visually obtrusive
- 1 no. representation has questioned whether the erected CCTV to the front of the site requires planning permission.

16. As noted above, following the submission of revised plans in which the location of the proposed signs in relation to adjacent residential properties is considered to be clearer than the original submitted plans, neighbours were given a further 21 day consultation on these plans. No further objections have been received to date following consultation on the revised plans.

## **PLANNING POLICY**

17. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 1(3) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

Factors relevant to public safety include;

- (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed and unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The relevant development plan in this case is the adopted Stockton on Tees Local Plan and the relevant saved policies. The following planning policies are considered to be relevant to the consideration of this application:-

#### **Policy GP1**

Proposals for development will be assessed in relation to the policies of the Cleveland Structure Plan and the following criteria as appropriate:

- (i) The external appearance of the development and its relationship with the surrounding area;
- (ii) The effect on the amenities of the occupiers of nearby properties;
- (iii) The provision of satisfactory access and parking arrangements;
- (iv) The contribution of existing trees and landscape features;
- (v) The need for a high standard of landscaping;
- (vi) The desire to reduce opportunities for crime;
- (vii) The intention to make development as accessible as possible to everyone;
- (viii) The quality, character and sensitivity of existing landscapes and buildings;
- (ix) The effect upon wildlife habitats;
- (x) The effect upon the public rights of way network.

18. **PPG19 Outdoor Advertisement Control** states that applications must be considered against amenity and public safety. As such, the main issues for consideration when assessing this application are the potential impact upon the amenity of neighbouring land users, the impact upon the character of the surrounding area and the implications for highway safety.

#### **SITE AND SURROUNDINGS**

19. The application site is the newly developed Bede Sixth Form College, adjacent to the highway of Marsh House Avenue, Billingham. To the north is a large open playing field and beyond is Campus Secondary School. To the west are the residential properties located along Marsh House Avenue. To the south is Billingham Children's Day Nursery and Bede 6th Form College (currently being demolished) and beyond are the properties of Marsh House Avenue. To the south east is a second access/egress into the site from Low Grange Avenue and the residential

properties located along Low Grange Avenue. The newly developed College's associated playing fields are present to the east and south east of the application site.

20. The newly developed site consists predominantly of 2 main buildings; SRC Bede College building (north) and SRC Sports Centre (south east), with an associated car park to the west of these buildings with the main access and egress from Marsh House Avenue (west).
21. An approximately 2m high mature hedgerow is present along the western boundary of the application site, adjacent to the highway of Marsh House Avenue.

## **MATERIAL PLANNING CONSIDERATIONS**

22. The main considerations of this application relate to the impact on visual amenity and the impact on highway and public safety and whether it satisfies the requirements of the Local Plan Policies and Government Guidance.

### **Impact on the visual amenity of the area**

23. The proposed non-illuminated totem sign will be located to the west of the site, adjacent to entrance to the site and Marsh House Avenue. The sign will be located approximately 32m and 88m from the nearest adjacent residential properties to the west and south of the proposed signage location respectively. Given these separation distances, together with the proposed sign is non-illuminated, of a modest scale and design and the presence of a busy highway in between the proposal and the residential properties to the west of the site' it is considered that the proposed signage will not have a significant detrimental impact upon the visual amenity of the area.
24. The proposed non-illuminated banner sign will have a maximum height of approximately 3.3m and will be set back from the main highway (west) behind the existing 2m high (approximately) mature planting that runs parallel to the west of the application site. Given the presence of this planting and a separation distance of approximately 32m between the proposed sign and the nearest residential properties to the west of the site along Marsh House Avenue, it is considered that the proposed signage will not have a significant detrimental impact upon the visual amenity of the area.
25. The erected internally illuminated signage is located approximately 70m and 90m from the nearest residential properties to the west and south of the site. It is considered that these separation distances are satisfactory. However, given the surrounding area is predominantly residential in nature, it is considered necessary to limit the hours of luminance of the signage, so that the sign is turned off between 22:00 and 08:00 hours. This would be secured by planning condition. It is considered that the proposed signage will not have a significant detrimental impact upon the visual amenity of the area.
26. With regard to the erected non-illuminated sign to the front of the SRC Sports Centre building, given that the sign is non-illuminated and is located approximately 70m and 160m to the nearest residential properties to the west (Marsh House Avenue) and south (Low Grange Avenue) respectively, it is considered that the erected sign will not have a significant detrimental impact upon the visual amenity of the area.

### **Impact upon existing buildings and character of surrounding area**

27. It is considered that the proposed and erected signage will have a minimal impact on the character and appearance of the newly erected College buildings due to the matching design,

mass and scale of the proposed and erected signage, which respects the proportions of the newly developed buildings and the application site.

### **Impact on highway safety**

28. The Head of Technical Services has raised no objection to the proposed signage subject to illumination levels of the internally illuminated sign being limited to 400 cd/m<sup>2</sup>. They have further recommended that a time limit be placed on the illuminated sign and LED reader due to its location and height. These recommendations are considered to be acceptable and both the luminance level and time limit can be secured by planning conditions. Subject to these conditions, it is considered that the application will not result in an adverse impact upon highway or public safety.

### **Residual matters**

29. The Council's Landscape Architect has raised no objections to the proposed signs subject to no resulting damage to the new trees that are to be planted as part of this development. Whilst these comments are acknowledged, the submitted plans do not indicate any removal of existing landscape features on site and therefore a condition to protect such landscaping features is not considered necessary in this instance.
30. With regard to other matters raised in the letters of objection, the impact of the erected College buildings has previously been considered under planning approvals 07/2730/FUL and 07/2731/FUL. With regard to the comments relating to the detrimental impact of the erected 'golf ball nets' around the perimeter of the site, this is to be considered as part of the recently submitted applications (reference 09/1468/VARY and 09/1469/VARY). This application seeks advertisement consent for the erection of 4 signs and therefore these issues are not planning considerations when assessing this application.
31. One letter of representation has questioned whether planning permission is required for the erected CCTV camera to the front of the application site. Whilst this comment is acknowledged, it is not a planning consideration when assessing this application and will be investigated as a separate matter.

### **CONCLUSION**

32. The design of the signage is considered to be acceptable and in keeping with the character of the application site and the surrounding area. It is considered that the signage will not result in an adverse affect upon the visual amenity of the area or highway safety. The proposed signage accords with policy GP1 of the adopted Stockton on Tees Local plan and national policy guidance within PPG19 and as such is considered to be acceptable.

**Corporate Director of Development and Neighbourhood Services**  
**Contact Officer Mr Daniel James Telephone No 01642 528551**

### **Financial Implications.**

None

### **Environmental Implications.**

As report.

### **Community Safety Implications.**

As report

### **Human Rights Implications.**

The provisions of the European Convention of Human Rights 1950 have been taken into account in the preparation of this report.

**Background Papers.**

Stockton on Tees Local Plan

Tees Valley Structure Plan

**WARD AND WARD COUNCILLORS**

<b>Ward</b>	<b>Billingham East</b>
<b>Ward Councillor</b>	<b>Councillor M. N. Stoker</b>
<b>Ward</b>	<b>Billingham East</b>
<b>Ward Councillor</b>	<b>Councillor A. Cunningham</b>