

Application Number: 12/02081/ADV
Other

Advert consent to display 4 x fascia signs on new building fronting Saxon Gate

AT Land At Midsummer Place Shopping Centre, Midsummer Place, Central Milton Keynes

FOR Legal And General Assurance Society Limited And Legal

Target: 30th November 2012

Ward: Campbell Park

Parish: Central Milton Keynes Town Council

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1.0 INTRODUCTION

(A brief explanation of what the application is about)

1.1 The Site

The application site lies within Central Milton Keynes and, in terms of Local Plan proposals map designations, forms part of the established shopping area of the centre within the City Core Quarter. The area known as Midsummer Place Boulevard also forms part of the designated City Spine Quarter. The application site is currently underused external area between the western entrance of Midsummer Place and the Midsummer Blvd stub. Details of the location of the site and its relationship to surrounding properties can be seen in the plans attached to this report.

1.2 The Proposal

Application for advertisement consent to display 4 fascia signs on the new units fronting Saxon Gate. The maximum size of the sign will be 1.8m high by 6.7m long with the maximum height of individual letters being 1.2m. The text colour is black on a background wall zone colour of yellow (as per the existing Midsummer Place branding). The signs will have static integral halo lighting with a maximum luminance of 1200 cd/m². The application is for the Midsummer Place signage only and not the tenant signage; the tenant signage shown is only indicative. Details of the proposal as described above can be seen in the plans appended to this report. **An associated planning application is being considered (12/02080/FUL) as well as a separate planning application for restaurant units (12/02082/FUL).**

2.0 RELEVANT POLICIES

(The most important policy considerations relating to this application)

- 2.1 National Planning Policy Framework (NPPF) March 2012
Milton Keynes Council's Outdoor Advertising Policy adopted February 2005

3.0 MAIN ISSUES

(The issues which have the greatest bearing on the decision)

- 3.1 Outdoor advertisements can only be controlled in the interest of "amenity" and "public safety".

4.0 RECOMMENDATION

(The decision that officers recommend to the Committee)

- 4.1 It is recommended that advertisement consent be granted subject to standard advertisement conditions and the conditions detailed at section 6 of this report.

5.0 CONSIDERATIONS

(An explanation of the main issues that have lead to the officer Recommendation)

- 5.1 The site is located on Midsummer Blvd Spine and is within the area identified for high intensity advertising within CMK. The outdoor advertising policy states that well designed and innovative signs can make a positive contribution to the vitality and viability of the City Centre and can assist in wayfinding.
- 5.2 The proposed signage for the new units would be located on a horizontal band running around the new building. This horizontal band is the 'band of light' and is a design feature of the building. The location of the signage within this band forms part of the architectural detailing of the building. The location and number of signs and the relationship to the design of the building is considered acceptable in terms of visual amenity. It would contribute positively to the vitality and viability of the area and would assist in wayfinding. The proposals show indicative areas for tenant signage and it is considered that suitable locations remain for additional signage on the building to meet the requirements of the tenants.
- 5.3 The proposed maximum luminance of the signs would be 1200 cd/m². The proposal is considered acceptable with regards to highway safety subject to a condition limiting the maximum luminance. The design and location of the signage would not cause any other concerns in terms of public safety.

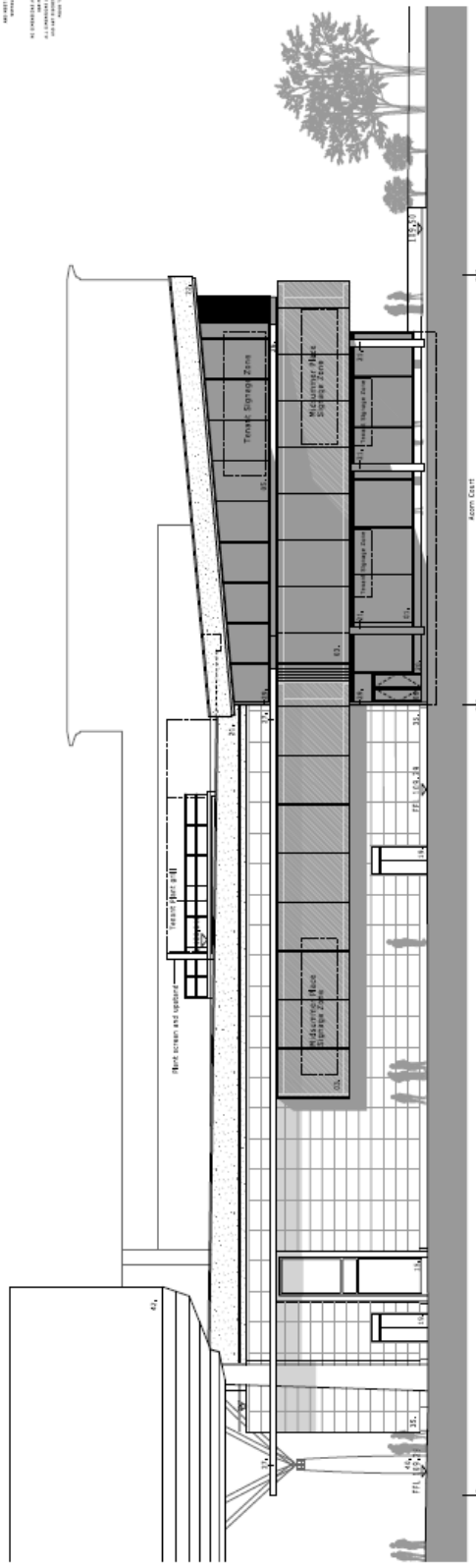
6.0 CONDITIONS

(The conditions that need to be imposed on any planning permission for this development to ensure that the development is satisfactory. To meet legal requirements all conditions must be Necessary, Relevant, Enforceable, Precise and Reasonable)

1. The maximum luminance of the signs shall not exceed 1200cd/m².

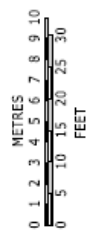
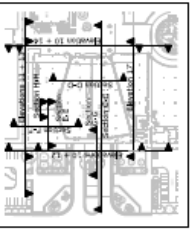
Reason: To avoid glare which could lead to danger to highway users.

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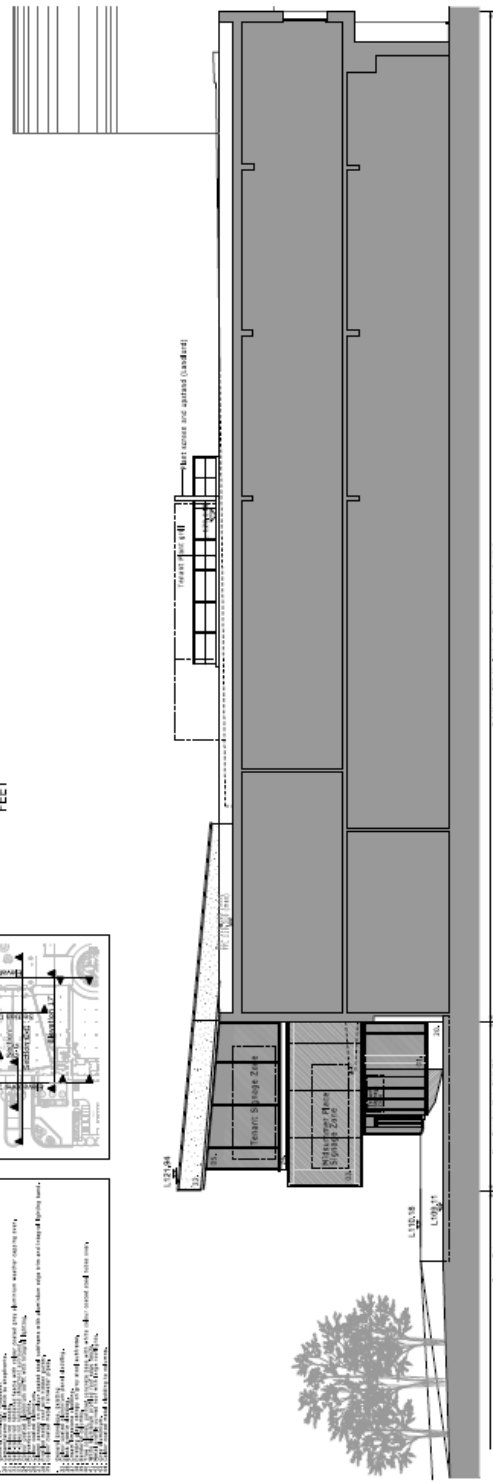


Proposed Elevation 13: Midsummer Lane (North)

This drawing is a preliminary architectural drawing and is not to be used for construction. It is provided for informational purposes only. The design is subject to change without notice. The client is responsible for obtaining all necessary permits and approvals. The architect is not responsible for any errors or omissions in this drawing. The architect is not responsible for any construction or other work done in reliance on this drawing. The architect is not responsible for any damage or injury caused by the use of this drawing. The architect is not responsible for any other work done in reliance on this drawing.



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Proposed Elevation 17: South

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Appendix to 12/02081/ADV

A1.0 RELEVANT PLANNING HISTORY

(A brief outline of previous planning decisions affecting the site – this may not include every planning application relating to this site, only those that have a bearing on this particular case)

A1.1 12/02080/FUL

IMPORTANT NOTE: THERE ARE DELAYS IN GETTING LETTERS ONLINE AND CORRESPONDENCE IS BEING PUBLISHED AS QUICKLY AS POSSIBLE - Extension and alterations to Midsummer Place Shopping Centre to create 2 new retail units, new square, erection of advertising signage and associated works; pending consideration.

12/02082/FUL

Removal of 3 x temporary kiosks and erection of restaurant units; provision of external seating and associated works at Midsummer Place Shopping Centre; pending consideration.

A2.0 ADDITIONAL MATTERS

(Matters which were also considered in producing the Recommendation)

A2.1 None.

A3.0 CONSULTATIONS AND REPRESENTATIONS

(Who has been consulted on the application and the responses received. The following are a brief description of the comments made. The full comments can be read via the Council's web site)

Comments

Officer Response

A3.1 No comments received.

Noted.