

Report of the Chief Executive

APPLICATION NUMBER:	20/00657/ADV
LOCATION:	The Arc Cinema, 2 Station Road, Beeston, NG9 2WJ
PROPOSAL:	Display 3 illuminated external signs and vinyl screens to the internal face of the first floor glazing

The application is brought to the Committee at the request of Councillor Watts as the Council is the landowner.

1 Executive Summary

- 1.1 The advertisement consent application proposes three internally illuminated fascia signs stating 'The Arc Cinema'. One is to be located above the ground floor entrance and the other two at first floor level. All three signs will have a luminance level of 300 cd/m² and the illumination will be static. A coloured vinyl film is to be applied to the first floor glazing units forming the southern corner of the building.
- 1.2 Two internal digital screens were originally proposed but these have been omitted from the application.
- 1.3 Advertisements can only be assessed in the interests of amenity and public safety. The luminance level complies with the highway guidance (and hours of illumination will be restricted) and given the intervening interchange, it is considered the proposed advertisements will cause no harm to the amenity of the nearest residents to the south west of the site or to highway safety. It is considered visual amenity (including heritage assets) will not be harmed by the proposed signage which is considered to be appropriate in appearance, location and scale for a town centre site.
- 1.4 The Committee is asked to resolve that advertisement consent be granted subject to the conditions outlined in the appendix.

APPENDIX

1 Details of the Application

- 1.1 The advertisement consent application proposes three internally illuminated fascia signs stating 'The Arc Cinema' (text only, no background). One sign (2m² in area) with white text is to be located above the ground floor entrance doors on the south east elevation and the other two (10m² each in area with white, orange and red text) are to be located below the parapet wall of the first floor – one on the north west elevation facing towards Station Road to the north and one on the south west elevation facing the interchange. All three signs will have a luminance level of 300 cd/m² and the illumination will be static. They will have an aluminium frame and acrylic face.
- 1.2 A coloured vinyl film is to be applied to the first floor glazing units forming the southern corner of the building.
- 1.3 Two internal digital screens were originally proposed but these have been omitted from the application following concerns being raised about their proposed luminance level.

2 Site and surroundings

- 2.1 The flat roofed building on site is currently under construction and comprises commercial units on the ground floor (retail/restaurants) with the cinema at first floor. It is located within Beeston town centre and is largely light grey brick slips with vertical green glazed brick features and strip lights. The ground floor is predominantly glazed. 1.8m high black mesh fencing is located to the south west of the building and 1.8m security fencing beside Station Road to the north east. A car park and portacabins associated with the construction site are located to the south east, accessed from Station Road but consent exists for 132 apartments on this site, with a five storey block proposed adjoining the public realm proposed to the immediate south east of the cinema building.
- 2.2 The land slopes down from north west to south east so Middle Street is approximately 2-2.5m lower than the site of the cinema building. To the immediate south west of the site is the bus and tram interchange on Styring Street with four-five storey apartments beyond, some of which are located within the Beeston West End Conservation Area. Beyond these apartments, to the north west, is St John the Baptist's church (Grade II listed) and churchyard. There are two other Grade II listed buildings within this area – the Crimean war memorial and Village Cross (both located on Church Street).
- 2.3 The two storey B & M retail unit forms the north western site boundary, with other retail/commercial units in Beeston town centre beyond. Station Road adjoins the north eastern site boundary with a pedestrian crossing leading to the two storey brick and timber clad Tesco store with adjacent car park. Beyond the residential site to the immediate south east, there are commercial and residential properties fronting Middle Street.

3 Relevant Planning History

- 3.1 In 2017, planning permission (17/00498/FUL) was granted to use the site for outdoor events of more than 28 days duration (e.g. Beeston Beach), including installation of temporary structures.
- 3.2 A hybrid planning application (18/00360/FUL) for a mixed use development on the site and land to the south east, including a cinema, commercial units and residential units, was granted permission in September 2018.
- 3.3 Advertisement consent (18/00496/ADV) for two large format signs and two banner signs (relating to the proposed development/sale of the larger site) was also granted in September 2018.
- 3.4 Reserved matters approval for 132 apartments and a flexible use commercial unit was issued in May 2020 (19/00816/REM) in relation to the land to the immediate south east of the site.

4 Relevant Policies and Guidance

4.1 **Greater Nottingham Aligned Core Strategies Part 1 Local Plan 2014:**

4.1.1 The Council adopted the Core Strategy (CS) on 17 September 2014.

- Policy 11: Historic Environment

4.2 **Part 2 Local Plan 2019:**

4.2.1 The Council adopted the Part 2 Local Plan on 16 October 2019.

- Policy 18: Shopfronts, signage and security measures
- Policy 23: Proposals affecting Designated and Non-Designated Heritage Assets

4.3 **National Planning Policy Framework (NPPF) 2019:**

- Section 12 – Achieving well-designed places.

5 Consultations

5.1 **Council's Conservation Officer:** no objection as signage is appropriate for scale of the building and each elevation has been adapted to address the setting.

5.2 **Nottinghamshire County Council as Highway Authority (10.11.20)** advise that the illumination levels of the proposed digital screens are too high and need reducing. No concerns providing illumination levels are reduced to comply with highway standards and subject to conditions (all relating to the digital screens) restricting illumination level, display time, sequencing, no special effects, transition between adverts, blank screen if display malfunctions and no images to resemble road signs/traffic signals.

24.11.20 (on amended plans): no objections and no conditions required as digital screens have been omitted.

5.3 **Nottingham Express Transit** (9.11.20) consideration should be given to flashing lights or very bright neon lights as tram drivers raise concerns about such features. Fencing may be required to prevent light spill onto the rails/road. No further comments to make on amended scheme.

5.4 49 properties in the vicinity of the site were consulted on the application. Three objections were received raising concern about the proposed illumination/rapid image change of the advertisements causing light pollution and affecting sleep, health and enjoyment of homes given the apartments to the south west. Concern was expressed about the loss of privacy from the first floor glazed part of the cinema but this is not a relevant consideration for this advertisement consent application as the design of the building has already been approved by the grant of planning permission (18/00360/FUL).

6 Assessment

6.1 In accordance with the National Planning Policy Framework, the advertisements should only be assessed in the interests of amenity and public safety.

6.2 One sign will be visible from Station Road and two signs from the bus/tram interchange on Styring Street. The signage will be located on a building located in the town centre and will be compliant with the highway standards in terms of the level of illumination (300cd/m²) which will be static. County highways have no objection to the scheme. Accordingly, the proposal is considered to cause no harm to public safety.

6.3 Beeston West End Conservation Area and the listed St. John's the Baptist church are located to the south west and west of the site respectively but due to the intervening tram and bus interchange and associated paraphernalia, it is considered the proposed advertisements will not harm these heritage assets. The advertisements are to be located in the town centre where signage is to be expected and are of a size and location appropriate for a building of this size. It is therefore considered the signs will have no significant impact on visual amenity.

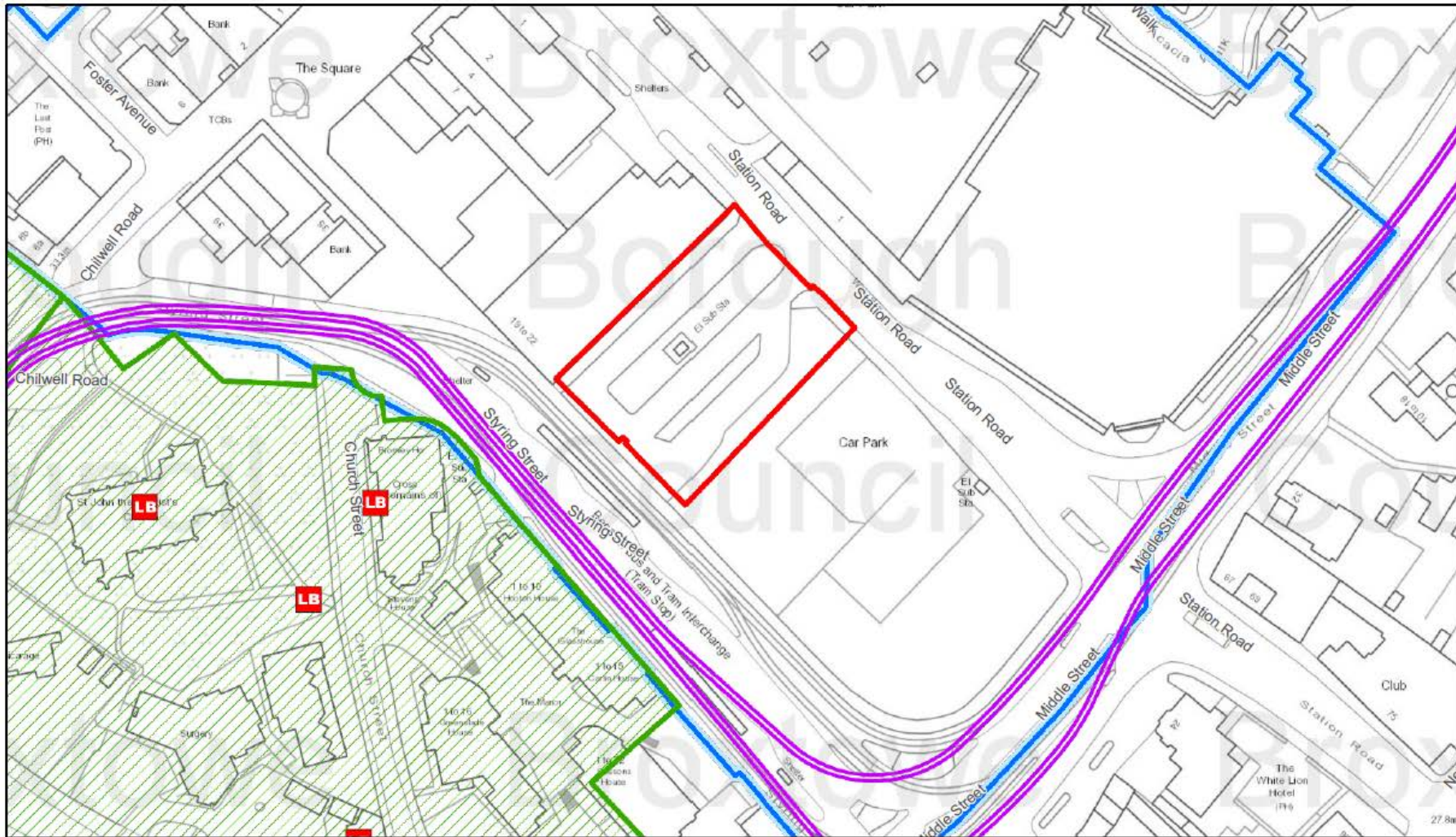
6.4 In terms of concerns expressed by residents about illumination, it will be conditioned that the signs are not illuminated between 23.00 and 08.00. Subject to this condition, it is considered the impact on residents will be acceptable.

7 Conclusion

7.1 In conclusion, it is considered that the proposed advertisements will not harm amenity or public safety and are therefore acceptable.

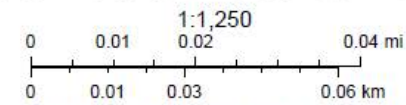
<u>Recommendation</u>	
The Committee is asked to RESOLVE that advertisement consent be granted subject to the following conditions:	
1.	<p>a) Any advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.</p> <p>(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>(c) Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.</p> <p>(d) 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.</p> <p>(e) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).</p> <p><i>Reason: In the interests of amenity and public safety.</i></p>
2.	<p>The signage hereby permitted shall be carried out in accordance with drawing numbers 1816-BE-001, 1816-BE-705 and 1816-BE-707 received by the local planning authority on 25 September 2020 and 1816-BE-010 Rev 1, 1816-BE-011 Rev 1 and 1816-BE-706 Rev 1 received by the local planning authority on 20 November 2020.</p> <p><i>Reason: For the avoidance of doubt.</i></p>
3.	<p>The hereby approved signs shall not be illuminated between the hours of 23.00 and 08.00.</p> <p><i>Reason: In the interests of amenity and public safety.</i></p>
	NOTES TO APPLICANT
1.	The Council has acted positively and proactively in the determination of this application by working to determine it within the agreed determination timescale.

2.	It is not permitted for any vehicles to obstruct the tramway at any time and any works on site should accord with the guidance from NET.
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11/25/2020, 10:06:56 AM

-  Conservation Area
-  Listed Building
-  Town Centre Boundaries
-  Tram Route
-  Site



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Photographs



South west and south east elevations from Styring Street



South east elevation from Middle Street

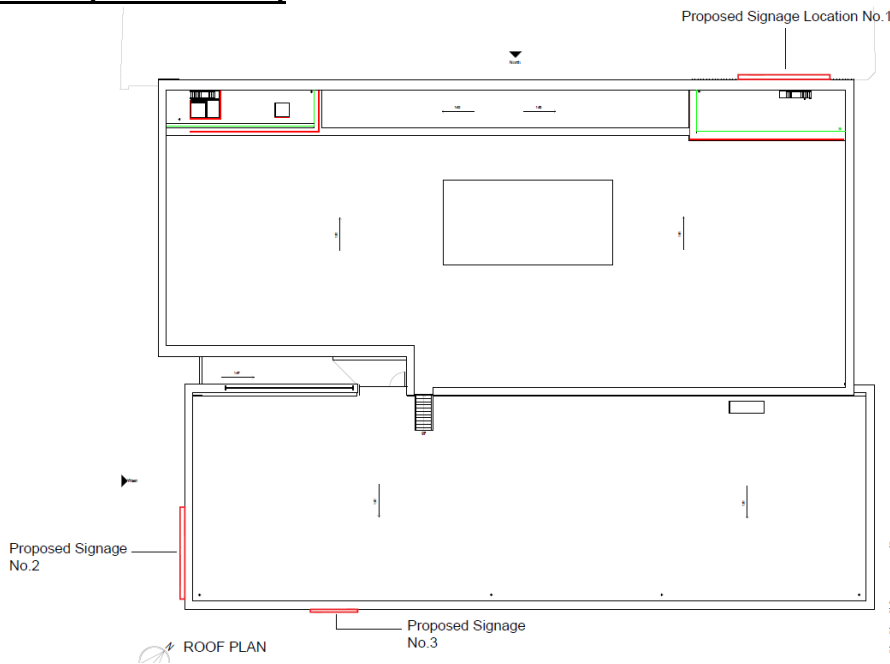


North west and north east elevation from Station Road



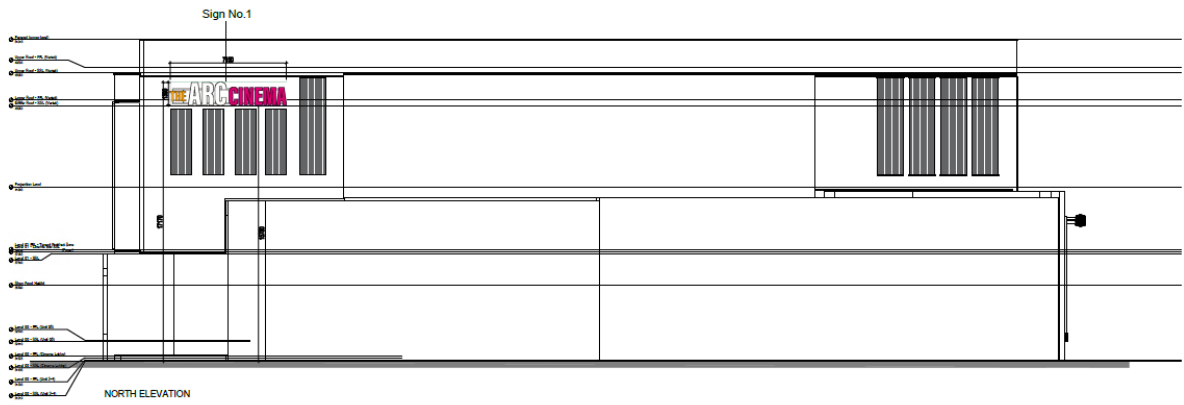
North west elevation from Station Road to north (junction with Vernon Avenue)

Plans (not to scale)

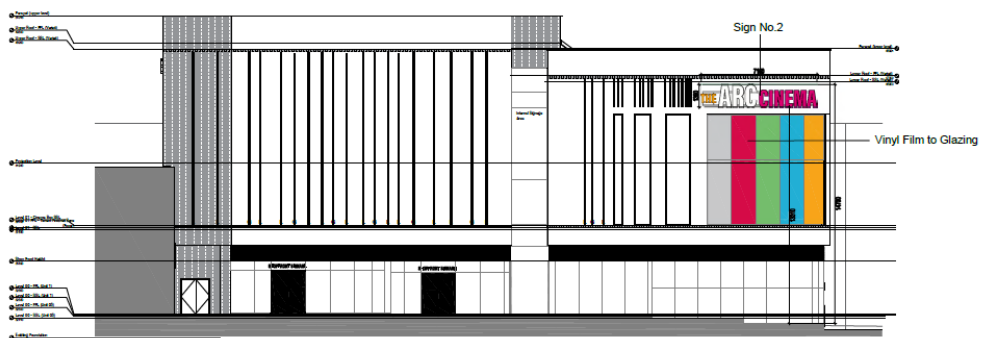


Signage location plan

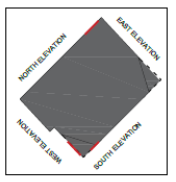
Proposed elevations



NORTH ELEVATION



WEST ELEVATION



1. ARCHITECTURAL
Scale: 1:500
DATE: 12/09/20
NB
DA
Architects
1000
The Malcoo
1000
The Arc Cinema, Boston



SOUTH ELEVATION