

**Report of the Chief Executive**

<b>APPLICATION NUMBER:</b>	<b>21/00722/ADV</b>
<b>LOCATION:</b>	<b>Side Of Explore Learning, 33 - 34 The Square, Beeston, Nottinghamshire, NG9 2JJ</b>
<b>PROPOSAL:</b>	<b>Display illuminated neon sign.</b>

This application is to be heard at Planning Committee as the application building is Council owned.

1 Executive Summary

- 1.1 The application seeks advertisement consent for the erection of an illuminated green neon sign displaying '#alightinBeeston'.
- 1.2 The site includes the side wall of Explore Learning 33 – 34, The Square Beeston. It is important to note that planning permission has been granted for the construction of a single storey toilet block and the creation of a green wall above to the rear.
- 1.3 Advertisements can only be assessed in the interests of amenity and public safety. The luminance level complies with the highway guidance; it is considered the proposed advertisements will cause no harm to the amenity of the nearest residents to the south east 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

## 2 Details of the Application

- 2.1 The application seeks advertisement consent for the erection of an illuminated green neon sign displaying '#alightinBeeston'. The sign will be approximately 1.2m in height, 6m in width and 0.52m in depth. The proposed sign will be set approximately 5.7m above ground level.

## 3 Site and surroundings

- 3.1 The application property includes the side wall of Explore Leaning 33 – 34, The Square Beeston, Nottinghamshire. The site is located within the town centre of Beeston.

## 4 Relevant Planning History

- 4.1 21/00358/REG3 - Construct single storey toilet block including accessible toilet and create green wall above to rear. Approved 29/07/21 (This permission has not yet been implemented.)

## 5 Relevant Policies and Guidance

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

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

- Policy 10: Design and Enhancing Local Identity
- Policy 11: Historic Environment

### 5.2 **Part 2 Local Plan 2019**

- Policy 10 – Town Centre and District Centre Uses
- Policy 11 – The Square Beeston
- Policy 17 – Place-making, Design and Amenity
- Policy 18 – Shopfronts, Signage and Security Measures
- Policy 23 - Proposals affecting Designated and Non-Designated Heritage Assets

### 5.3 **National Planning Policy Framework (NPPF) 2021:**

- Part 12 – Achieving Well Designed Places
- Part 16 – Conserving and Enhancing the Historic Environment

## 6 Consultations

- 6.1 Resident comments: 4 letters in support.
- Adds display of street art
  - Neon sign will welcome visitors to Beeston
  - Sign will be an asset for the community

6.2 NCC Highways – no objections.

6.3 Broxtowe Conservation officer – no objection as signage is appropriate for scale of the building and each elevation has been adapted to address the setting.

7 Assessment

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

7.1.1 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 (7001cd/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.

7.1.2 The 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 sign will not harm these heritage assets. The advertisements are to be located in the town centre where signage is to be expected and is of a size and location appropriate for a building of this size. The Council’s Conservation Officer has also raised no objection. It is therefore considered the proposed sign will have no significant impact on visual amenity.

7.1.3 4 letters of support have been received from local residents. The internally illuminated signage will be no greater than 701 cd/m2, which is considered appropriate in a town centre location, as such this has been conditioned.

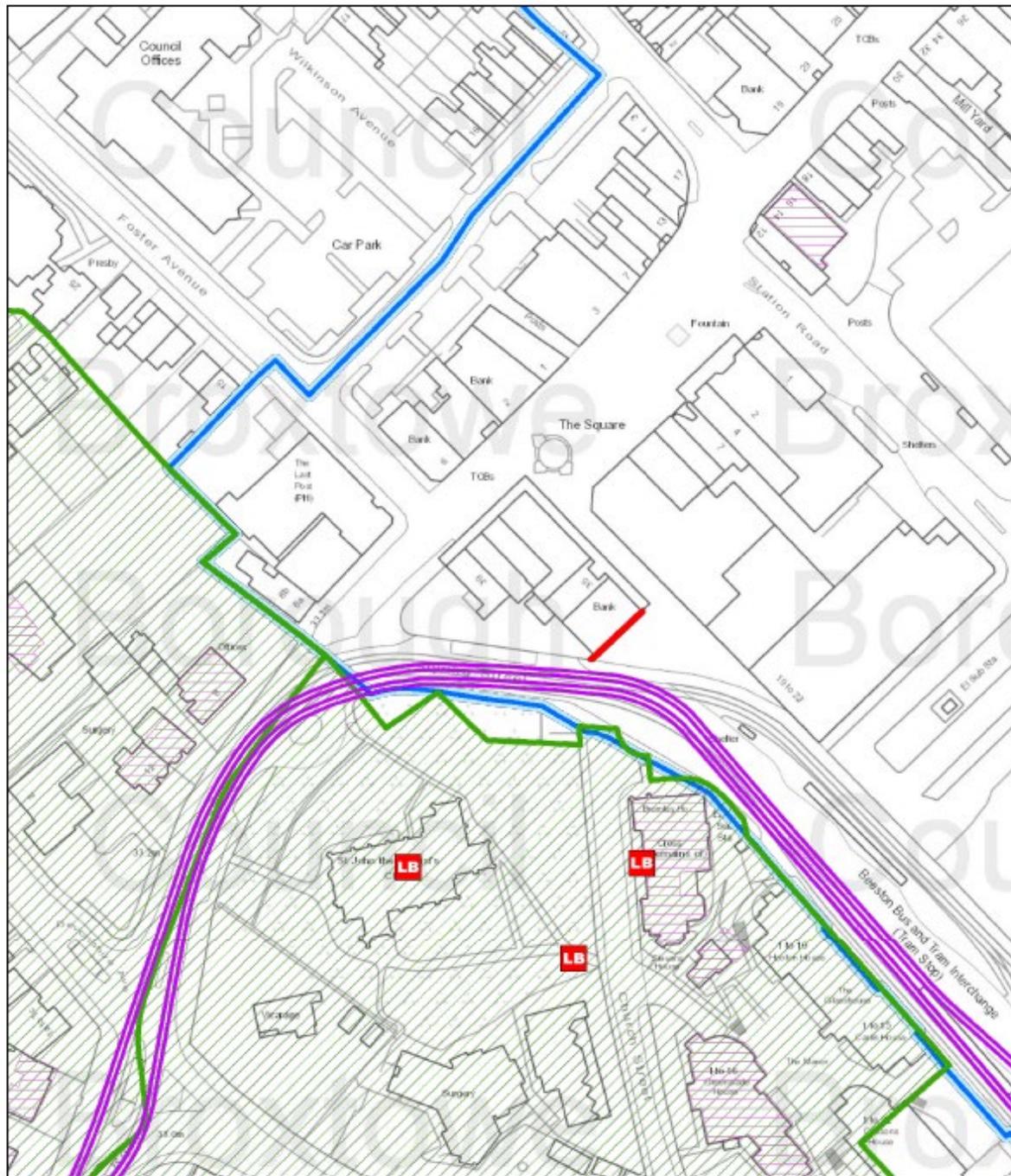
8 Conclusion

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

<b><u>Recommendation</u></b>	
<b>The Committee is asked to RESOLVE that advertisement consent be granted subject to the following conditions:</b>	
<b>1.</b>	<b>This grant of consent expires at the period of five years from the date of this decision.</b>  <b><i>Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</i></b>
<b>2.</b>	<b>The advertisements hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted plans: site location plan received by the Local Planning Authority 31.08.21, proposed elevations No. CW received by the Local Planning Authority 01.09.21.</b>

	<i>Reason: To ensure that the display takes the agreed form and the level of advertising is not excessive, in the interests of visual amenity.</i>
3.	<p>No advertisement is to be displayed without the permission of the owner of the site and any other person with an interest in the site entitled to grant permission.</p> <p><i>Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</i></p>
4.	<p>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.</p> <p><i>Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</i></p>
5.	<p>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.</p> <p><i>Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.</i></p>
6.	<p>The intensity of illumination of the signs shall not exceed 701 candelas/square metre.</p> <p><i>Reason: To ensure that the display does not appear as an unduly prominent feature in the area.</i></p>
	<b>NOTES TO APPLICANT</b>
1.	The Council has acted positively and proactively in the determination of this application by working to determine it within the agreed determination timescale.

21/00722/ADV - Side Of Explore Learning 33 - 34, The Square, Beeston



10/12/2021, 12:22:23 PM

- Tram Route
- Listed Building (LB)
- Local Interest Building (LIB)
- Conservation Area
- Site
- Town Centre Boundaries

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MAP FROM BROXTOWE MAPS

Photographs



View from opposite side of Styring Street

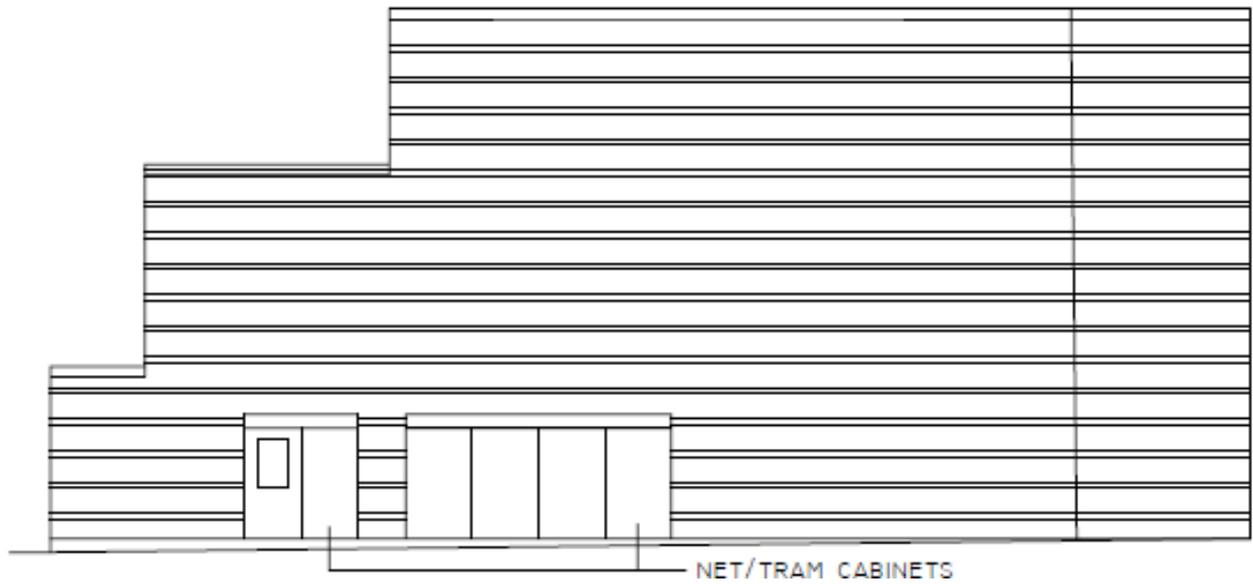


View from tram stop off Styring Street

Plans (not to scale)



Site location plan

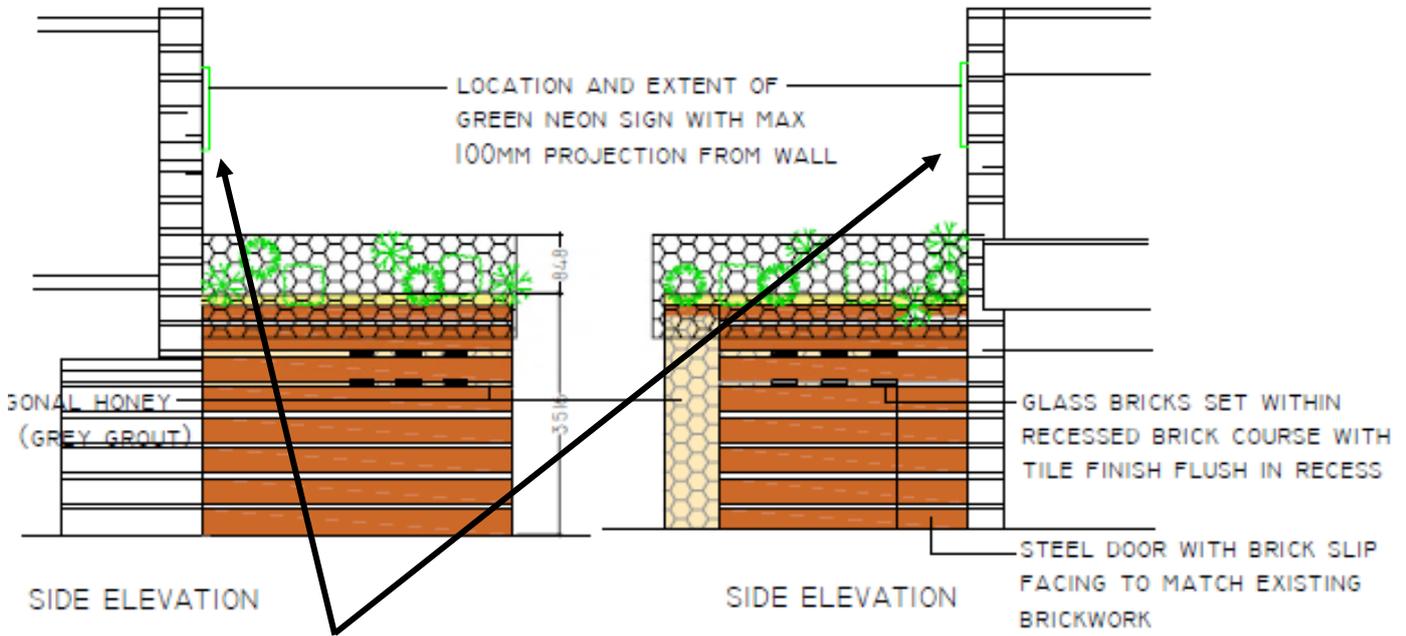


Existing front elevation



Proposed signage front elevation

Approved toilet block and green wall



Proposed signage side elevation